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ABSTRACT

The third national Course by Newspaper entitled "American Issues Forum I: American Society in the Making" was presented by the University Extension, University of California, San Diego starting in September 1975. A series of 18 articles appeared weekly in 432 newspapers. A total of 221 colleges and universities participated in the program, enrolling 3,956 students in the course for credit. Approximately four thousand additional persons bought the text used in the course but did not enroll. Impact of the course was measured by five studies: (1) 3,000 telephone interviews were completed with participating newspaper subscribers in eight geographic areas; (2) 500 interviews of subscribers to the San Diego "Evening Tribune" were conducted; (3) a mail survey was made of persons who purchased the text used but who did not enroll in the course for credit; (4) a multiple-choice examination was given at the end of the course at the institutions affiliated with the program; and (5) a mail questionnaire survey was made of the opinions of instructors and course coordinators involved in the program. Profiles were developed on the age, sex, educational attainment, and other characteristics of newspaper subscribers, course enrollees, and book purchasers who did not seek college credit. These data were compared with similar data gathered on previous newspaper courses. (Author/JMF)

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ED129182

EVALUATION OF A COURSE BY NEWSPAPER*

"American Issues Forum I: American Society in the Making"

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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June 1976

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I. Summary of Major Findings

The third national course by Newspaper entitled "American Issues Forum I: American Society in the Making" was presented by the University Extension, Univ. of Calif., San Diego starting in September 1975. A series of 18 articles appeared weekly in 432 newspapers. A total of 221 colleges and universities participated in the program, enrolling 3,956 students in the course for credit. Approximately four thousand additional persons bought the text used in the course but did not enroll for credit.

Impact of the course was measured in five studies: (1) 3,000 telephone interviews were completed with participating newspapers in eight geographic areas; (2) 500 in-depth personal interviews were held with subscribers to the San Diego Evening Tribune; (3) a mail survey was made of persons who purchased the text used in the course, but who did not enroll in it for credit; (4) a multiple choice examination was given at the end of the course at the colleges and universities affiliated with the program; and (5) a mail questionnaire survey was made of the opinions of instructors and course coordinators involved in the program. As in previous years, profiles were developed on the age, sex, educational attainment and other characteristics of newspaper subscribers, course enrollees, and book purchasers who did not seek college credit.

Newspaper Readership

Three thousand telephone interviews were completed with random samples of subscribers to the following newspapers: Deseret News (500 interviews); St. Paul Dispatch and Pioneer

Press (500 interviews); Grand Rapids Press (500 interviews); Hartford Courant (500 interviews); Wichita Eagle and Beacon (250 interviews); Orange Coast Daily Pilot (250 interviews); Gainseville Times (250 interviews); and Powell Tribune (250 interviews). Table I provides information on the characteristics of the newspapers and areas surveyed.

As shown in Table I, the percentages of respondents reporting that they, or some member of their household, had read one or more of the articles in the series were, as follows: Deseret News, 42%; St. Paul Dispatch and Pioneer Press, 29%; Grand Rapids Press, 36%; Wichita Eagle and Beacon, 22%; Orange Coast Daily Pilot, 34%; Gainesville Times, 27%; Hartford Courant, 25%; Powell Tribune, 59%. Taking account of the circulation of the newspapers that carried the series throughout the nation, it is reasonable to project a readership for the series that was at least 5 million.

The highest percentage of readership -- 59% -- was reported for the Powell Tribune (Wyoming). This newspaper is a small town weekly and visibility of the series obviously was greater in it than in larger newspapers. The Powell Tribune also may have done an above-average job of promotion. It is interesting to note that the highest readership percentage in 1974 -- 41% -- was reported by the New Canaan Advertiser (Connecticut), also a weekly. One of the conclusions that emerges from the studies made during the 1973-1975 period is that readership is, in part, a function of the amount of competing material in the newspaper. The Sunday editions of large metropolitan newspapers do not appear to be the optimum outlets for Courses by Newspaper articles. The lowest ever readership percentage in 1974 -- 10% -- was experienced by the

TABLE I

DATA ON COURSES BY NEWSPAPER

AMERICAN ISSUES FORUM I
"American Society in the Making" – Fall, 1975

CITY	POPULATION	NEWSPAPER	CIRCULATION	DAILY/WEEKLY	READERSHIP %**	SCHOOL	# OF ENROLLMENTS
Salt Lake City	518,700*	DESERET NEWS	73,500	D	42%	Statewide Enrollment	65
St. Paul	309,500	DISPATCH and PIONEER PRESS	106,886	D	29%	Metropolitan State U. University of Minn.	7 16
Grand Rapids, Mi.	203,000	GRAND RAPIDS PRESS	128,475	D	36%	Michigan State U. Grand Valley St. Col Grand Rapids Jr. Col. Aquinas College	4 10 10 100
Wichita	295,400*	EAGLE AND BEACON	186,519	D	22%	Wichita St. U.	190
Costa Mesa, Ca.	85,400	DAILY PILOT	44,130	D	34%	Coast Comm. Col.	25
Gainesville, Ga.	15,050	THE TIMES	18,643	D	27%	Brenau College	1
Hartford, Conn.	157,000	HARTFORD COURANT	176,517	D	25%	Univ. of Connecticut	100
Powell, Wyo.	4,807	POWELL TRIBUNE	3,450	W	59%	Northwest Comm. Col.	1

* Indicates population of metropolitan area

** Readers who could identify the series and had read at least one of the articles.

In comparing the figures for 1974 and 1975, it should be noted that the telephone surveys in 1975 were made about a month before the end of the newspaper series in order to avoid interviewing during the Holiday Season, and this no doubt led to the loss of some persons who read articles for the first time in December. It undoubtedly also led to a reduction in the possible number of articles read to about 14 as compared with 18 in the previous year, when the telephone interviews were made after the end of the course. On the other hand, call-backs were made in 1975 if adults who may have read the articles were not at home; in 1974 there were no call-backs even if respondents could not provide information on absent adults.

The opening question in the telephone interviews with newspaper subscribers in 1975 was: "Were you aware that there was a Course by Newspaper in the _____?" Percentages of subscribers who said "no", by newspaper, were as follows: Deseret News, 46%; St. Paul Dispatch and Pioneer Press, 62%; Orange Coast Daily Pilot, 58%; Hartford Courant, 60%; Gainesville Times, 47%; Grand Rapids Press, 51%; Powell Tribune, 20%; Wichita Eagle and Beacon, 65%. Lack of awareness of the Course by Newspaper series continues to be a major limiting factor in the development of readership.

Persons who had read one or more of the newspaper articles were asked why they had not enrolled in the course offering university credit. Although the percentages varied markedly

in the areas surveyed, the most frequent explanations were: lacked time, didn't need college credits, didn't know that college credits could be obtained, not interested in subject.

Principal reasons offered by newspaper article readers for not purchasing the text were: didn't know it was available, lacked time, not interested in the subject, don't need it.

In each of the eight cities surveyed, with the exception of St. Paul, the largest percentage of newspaper article readers was in the 31-50 age group. In St. Paul 30% were in this age group, exceeded only by the 31% who were in the 65 or older bracket.

Percentages of newspaper article readers who had high school education or less were large: Deseret News, 40%; St. Paul Dispatch, 26%; Orange Coast Daily Pilot, 66%; Hartford Courant, 37%; Gainesville Times, 20%; Grand Rapids Press, 41%; Powell Tribune, 52%; Wichita Eagle & Beacon, 43%.

San Diego Evening Tribune Personal Interview Survey

Five hundred personal interviews were completed in Metropolitan San Diego in the homes of San Diego Evening Tribune subscribers during the period January 22-February 16, 1976. The interviews occurred after all articles in the American Issues Forum I series had appeared. Major findings in this survey were as follows:

(1) The results obtained in the personal interview survey were very similar to the ones obtained in a telephone survey made in Metropolitan San Diego in 1974. For example, in 1974, 22% of subscriber households reported that one or more members of the household had read one or more of the articles; the comparable percentage for the American Issues Forum I newspaper series also was 22%. The distribution of the number

of articles read in the two years also was about the same.

(2) Forty nine percent of all respondents were unaware that a Course by Newspaper had appeared in the San Diego Evening Tribune (respondents were shown sample articles).

(3) Respondents who stopped reading the series before its termination were asked why they had done so. The explanations given were: too busy, 51%; no special reason, 18%; not very interested in history, 13%; material dull, 9%; didn't remember to look for it, 9%.

(4) Thirty-one percent of those who had read one or more of the articles said that they were "very interested" in having other Courses by Newspaper in the San Diego Evening Tribune and 42% said that they were "somewhat interested".

(5) Fifty-three percent of the respondents said that they would like to have multiple choice questions printed with each newspaper article, so that they could test themselves after reading it.

(6) Half of the respondents who had read one or more of the articles said that they knew it was possible to obtain university credit for taking the American Issues Forum I course. Those who knew of this possibility were asked why they had not done so. The principal reply categories were: don't need credits, 31%; lacked time, 21%; and not interested in the subject, 17%.

(7) Those who had read one or more of the articles were asked their main reason for not buying the text used in the course: 38% said that they did not know that it was available. Other reasons given were: not interested in the subject, 17%; lacked time, 12%; don't need it, 11%; no special reason, 8%; cost, 5%;

health problems, 5%.

(8) Twenty-six percent of all respondents said that they had viewed one or more of the American Issues Forum television programs on American history and politics which had appeared on KPBS-Channel 15 in recent months.

(9) Most of those who read 6 or more of the articles had not taken any extension, continuing education or adult education courses during the last five years.

(10) Those who recently had viewed Sunday news interview programs, such as "Meet the Press" and "Face the Nation", were somewhat more likely to have read 6 or more articles than those who had not seen these programs.

(11) Ninety percent of those who had read 10 or more articles had tuned in at least one program from San Diego's educational television station during the previous month.

(12) Sixty percent of those who had read 10 or more articles reported that they had seen one or more of the American Issues Forum television programs in recent months. The lowest percentage of viewership of the television programs -- 24% -- was reported by those who read none of the newspaper articles.

(13) Eighty-seven percent of those who had read 10 or more articles said that they had purchased a book of some kind within the previous 12 months.

(14) Those who had read 10 or more articles were more likely to have visited museums during the previous 12 months than those who had read a lesser number of articles, or no articles.

(15) Thirty-two percent of respondents aged 65 or over were members of households in which at least one of the newspaper

articles had been read. Moreover, 12% of those in the oldest age group had read 6 or more articles. Overall, those aged 65 or over had a higher readership than any other age group.

(16) Sixteen percent of those who claimed education beyond college graduation said that they had read 6 or more of the articles, the highest readership of any of the education categories studied. It is interesting however, that 7% of those with only high school education had read 6 or more of the articles; the comparable percentages for those with "some college" and college graduates were 4% and 6%, respectively.

(17) Income had little influence on readership of the newspaper articles. Six percent of those with annual family income of $15,000 or over had read 6 or more of the articles, as against 5% of those with income of under $15,000 who had done so.

(18) Nine percent of male newspaper subscribers, as compared with 4% of female newspaper subscribers, had read 6 or more articles.

Non-Enrollee Text Purchasers

Names and addresses of persons purchasing the text used in "American Issues Forum I: American Society in the Making" were supplied by the publisher. A random sample of all book purchasers was developed. Those who purchased the text, but who did not take the course for credit, were asked to complete a questionnaire and to return it by mail. A total of 175 questionnaires were returned. Major findings in this survey included the following:

(1) Fifty-seven percent of the respondents had read more than ten of the newspaper articles.

(2) Twenty-four percent of the respondents said that other

members of their households had read one or more of the newspaper articles.

(3) The two principal reasons given for not taking the course for credit were: don't need credit, 48%; and lacked time 24%.

(4) A third of the respondents said that they would have enrolled in a correspondence course, if it had been offered.

(5) Eighty-six percent learned of the availability of the Reader and Study Guide through a newspaper.

(6) As of the time of completion of the questionnaire, 47% claimed that they had read 21 or more of the 56 selections in the Reader.

(7) Half of the respondents said that one or more other persons used their Reader.

(8) Eighty-seven percent of non-enrollees book purchasers bought the Study Guide as well as the Reader.

(9) Only 3% of those responding said that the Reader was available in their local bookstores; 29% indicated that it was unavailable, and 68% "didn't know."

(10) Prices charged for the Reader and Study Guide were regarded as "about right" by most respondents.

(11) The level of difficulty of the materials in the Reader was described by 89% of the respondents as "just about right."

(12) Forty-five percent of respondents reported that they had experienced changes in attitudes as a result of studying the Reader and Study Guide.

(13) Ninety-two percent of those who returned the questionnaire indicated that they either were "very satisfied" or "fairly well

satisfied" with the Reader.

(14) Of those who bought the text 64% had taken other courses of the extension, continuing education, or adult education types within the previous five years; 81% were over 31 years of age; 84% had completed at least some work in college; 63% were female; 96% were Caucasian; 51% had an annual family income of $15,000 or more; and 65% lived in communities with populations of under 200,000.

Enrollee Examination Results

All colleges and universities offering the course for credit were urged to give a 30-item final examination; items 1-15 were based on the newspaper articles and items 16-30 were drawn from the Reader. In addition, students were asked to supply information about age, sex, income, previous education, etc. A total of 155 schools submitted a total of 1,658 usable IBM answer sheets for the tabulations which here are summarized.

Mean score on items 1-15 dealing with the newspaper articles was 9.1 (SD = 3.6), on items 16-30 was 9.0 (SD = 9.0), and for the entire test was 18.1 (SD = 6.7). The Pearson correlation coefficient between items 1-15 and 16-30 was .72.

It is interesting to note that the mean total score on the 30-item final examination given in 1974 on CBN "In Search of the American Dream" was 18.8. It is our opinion that both the 1974 and 1975 examinations were "tough" and would have been appropriate for upper division college classes.

Findings when examination results were broken down by demographic and other variables were, as follows:

(1) Females did somewhat better than males, with a mean score of 19.67 as against 18.09 ($p < .01$).

(2) Mean total score related to age yielded the following figures: under 20, 15.74; 20-30, 18.37; 31-50, 19.50; 51-64, 19.33; 65 and above, 18.58 ($p < .01$).

(3) Mean total score related to education yielded the following figures: junior high school or less, 14.50; high school, 16.32; some college, 18.66; college graduate, 20.58; graduate school, 22.06 ($p < .01$).

(4) Mean total score related to race yielded the following figures: Black, 14.81; Oriental, 11.29; American Indian, 15.74; Latino, 17.10; Caucasian, 19.42 ($p < .01$).

(5) Mean total score related to family income yielded the following figures: under $10,000, 17.96; $10,000-14,999, 18.21; $15,000-19,999, 18.84; $20,000-24,999, 20.41; $25,000 or over, 20.00 ($p < .01$).

(6) Mean total score related to main reason for taking the course: enrichment-interest, 18.96; work for degree, 18.46; professional advancement, 20.87 ($p < .01$).

(7) Mean total score related to whether or not other extension courses had been taken: yes, 19.25; no, 18.84 (NS).

(8) Mean total score related to whether or not courses had been taken through other media: yes, 18.71, no, 19.15 (NS).

(9) Mean total score related to number of years since last educational experience: less than 5 years, 19.13: 5-10 years, 18.60; 11 15 years, 16.93; 16-20 years, 17.68; 21 or more years, 19.57 ($p < .05$).

(10) Mean total score related to size of community of residence: rural, 18.14; under 20,000, 18.36; 20,000-200,000, 19.28; 200,000-500,000, 19.35; over 500,000, 20.01 ($p < .01$).

(11) Mean total score related to opinion on appropriateness of quantity of material employed in course: too great, 17.59; about right, 19.58; insufficient, 16.50 ($p < .01$).

(12) Mean total score related to desire for more contact sessions: more contact sessions desired, 18.74; additional contact sessions not desired, 19.37 ($p < .05$).

(13) Mean total score related to whether or not course stimulated interest in taking other courses: stimulated interest in taking other courses, 19.31; did not stimulate interest in taking other courses, 17.46 ($p < .01$).

(14) Mean total score related to whether or not attitudes have changed as a result of taking the course: attitudes have changed, 19.33; attitudes have not changed, 18.51 ($p < .01$).

(15) Fifty-two percent of the course enrollees were female.

(16) The age distribution of course enrollees was: 30 or under, 38%; 31-50, 50%; 51 and over, 12%.

(17) The educational background of class enrollees was: high school education or less, 11%; some college, 65%; college graduate-graduate school, 24%.

(18) The racial background of course enrollees was: Black, 5%; Oriental, 1%; American Indian, 2%; Latin groups, 1%; Caucasian, 91%.

(19) The annual family income of enrollees was: under $10,000, 19%; $10,000-14,999, 31%; $15,000-19,999, 23%; $20,000-24,999, 13%; $25,000 and over, 14%.

(20) The main reason for taking the course, stated by course enrollees, was: enrichment or interest, 33%; working on degree, 52%;

professional advancement, 15%.

(21) Asked if they had taken any other extension, continuing education, or adult education courses, course enrollees responded: yes, 74%; no, 26%.

(22) Asked if they had taken any TV, radio or other media courses, course enrollees replied: yes, 30%; no, 70%.

(23) Questioned about the number of years since they last had a formal educational experience (including extension courses), course enrollees answered: less than 5 years, 82%; 5-10 years, 8%; 11-15 years, 4%; 16-20 years, 2%; 21 or more years, 4%.

(24) The size of area of residence of course enrollees was: rural, 19%; under 20,000, 20%; 20,000-200,000, 32%; 200,000-500,000, 16%; over 500,000, 13%.

(25) Most course enrollees -- 79% -- indicated that the quantity of course materials was "about right"; 17% thought there was too much material and 4% insufficient material.

(26) Fifty-six percent of course enrollees would have liked more contact sessions for discussion of issues.

(27) Eighty-one percent of course enrollees indicated that the course stimulated an interest in taking other courses in the future.

(28) Fifty-nine percent reported that taking the course had changed their attitudes with regard to issues treated in the course.

Course Instructor and Coordinator Surveys

Seeking input from course instructors and coordinators, questionnaires were developed and mailed to them at 155 colleges and universities which participated in the American Issues Forum I program. As of June 28, 1976, 102 completed questionnaires had been

received from course instructors and 112 questionnaires had been received from course coordinators. Twelve schools did not return questionnaires but explained why they failed to do so.

Significant findings in the Coordinators Survey included the following:

(1) CBN-UCSD mailed material was cited as the most common way in which the course coordinator first learned about Course by Newspaper.

(2) When asked to give reasons for participation in Courses by Newspaper, in addition to being educational and interesting, the courses were described as innovative, providing a public service, and attracting non-traditional students and those who could not come to campus.

(3) Newspaper publicity and inclusion in the regular catalog or brochure of courses were the most common ways in which the course was promoted.

(4) In special mailings or special distribution of printed promotional materials, the target populations were students or former students and faculty and administrators.

(5) Sixty-five percent stated that informational material reached them in sufficient time for inclusion in the catalog of regular course listings.

(6) Sixty-six percent of the course coordinators stated that the newspaper's promotion of the Fall 1975 Courses by Newspaper was with very effective or somewhat effective.

(7) Fifty-three percent stated that they took special steps to promote the Course by Newspaper that they didn't usually do with other courses. The two most frequent ways were special mailings

and ads.

(8) Sixty-seven percent stated that the courses were being given by traditional departments. Fifty-four percent stated that 13-16 weeks is the optimum length for the course. In 40% of the schools 2 units were given for the course, and in 45% 3 units were given. Ninety-four percent gave undergraduate degree credit for the course. (Some schools were on the quarter system and some were on the semester system).

(9) Only 17% of the schools attempted to enroll advance placement high school students in the course.

(10) Seventy-nine percent stated that they used the multiple choice examination questions that were supplied for the course. Eighty-six percent stated that they would like to continue to receive the multiple choice examinations for use in Courses By Newspaper.

(11) When asked if there was anything in their relationship with Courses by Newspaper that was not fully satisfactory, the 38% of respondents who were dissatisfied mentioned timing as the most serious complaint; publicity and materials should have been received earlier.

Significant finding in the Instructors Survey included the following:

(1) Eighty-nine percent of the instructors rated the text either outstanding or good. Only 1% rated it as poor.

(2) Fifty-nine percent stated that the Study Guide has been useful to the students.

(3) Eighty-nine percent rated the newspaper articles that appeared in conjunction with the course either outstanding or good. Eleven percent stated that the articles were "only fair".

The most frequent criticism was that they were too simplistic.

(4) Only 8% of the instructors used the films prepared for American Issues Forum I by the Educational Film Library Association. Among those who failed to use them, the most important reasons stated were that there was not enough time to show them, they didn't know about them, they were too much trouble, and the class structure was not geared to films.

(5) Seventy-one percent of the instructors stated that they would be interested in receiving specially prepared film lists for Courses by Newspaper in the future.

(6) Nineteen percent of the instructors stated that they would like to have additional teaching aids. Among the aids requested were the following: instructors' manuals, annotated bibliographies, tapes, film strips, student guides and games. (Most of these materials were available).

Summary and Conclusions

This report deals with the third Course by Newspaper, "American Issues Forum I: American Society in the Making," which was offered in Fall 1975. It corroborates findings made in two previous studies ("America and the Future of Man," Fall 1973; "In Search of the American Dream," Fall 1974) that the Courses by Newspaper program is reaching millions of newspaper readers.

Table 2 summarizes newspaper readership of articles appearing in connection with the first two Courses by Newspaper. As previously has been pointed out, methodological changes were made in the latest telephone surveys addressed to newspaper subscribers, in connection with the evaluation of the American Issues Forum I course.

TABLE II

"America and the Future of Man" – Fall, 1973

CITY	POPULATION	NEWSPAPER	CIRCULATION	DAILY/WEEKLY	READERSHIP %**	SCHOOL	# OF ENROLLMENTS
Chamberlain, S.D.	2,626	REGISTER	2,451	W	35%	U. of South Dakota, Vermillion	5
Huron, S.D.	14,299	DAILY PLAINSMAN	13,676	D	27%	U. of South Dakota, Vermillion	5
Denver	1,227,529*	DENVER POST	248,885	D	24%	Statewide Consortium	90
San Diego	1,357,854*	EVENING TRIBUNE	124,644	D	24%	University of Calif., S.D.	71
Shreveport	294,703*	TIMES	89,353	D	18%	Louisiana State U.	83

"In Search of THE AMERICAN DREAM" – Fall, 1974

New Canaan, Conn.	17,455	ADVERTISER	5,532	W	41%	University of Conn.	124
St. Paul	309,980	DISPATCH and PIONEER PRESS	106,886	D	28%	University of Minn.	38
Miller, S.D.	2,148	MILLER PRESS	2,360	W	28%	Univ. of South Dakota, Vermillion	7
San Diego	1,357,854*	EVENING TRIBUNE	124,644	D	22%	Univ. of Calif., S.D.	48
Shreveport	294,703*	TIMES	89,353	D	21%	Louisiana State U.	22
Boston	2,753,700*	BOSTON GLOBE	486,361	D	10%	Statewide Consortium	53

* Indicates population of metropolitan area.

**Readers who could identify the series and had read at least one of the articles.

These methodological changes make it difficult to compare newspaper readership in Courses I and II with that in Course III. Specifically, in Course III call-backs were made if other adult members of the household were not home; this increased the number of households in which one or more members of the household had read one or more of the newspaper articles. On the other hand, the telephone surveys made in December 1975 were made before all of the articles had appeared, eliminating those who first encountered the series near its close; the timing also led to a reduction in the number of articles read. It is our opinion, making allowance for these methodological changes, that the level of newspaper readership has not changed markedly during the last three years.

Lack of awareness of the newspaper articles, as in previous years, was a major restriction in developing readership in the American Issues Forum I series. Anything that can be done by newspapers to raise the level of awareness of the newspaper articles undoubtedly will be reflected in higher readership figures.

Most persons who read one or more newspaper articles in conjunction with Course III read fewer than half of the articles in the series. Although there is worthwhile information to be gained by a newspaper subscriber who reads only one article, the goal of presenting an integrated series--or course--is not achieved unless the articles are read on a regular basis. Innovation is needed to create more continuity in the series and to creat motivation in the reader to see the series through to its conclusion. More research is called for on this problem.

As has been pointed out in previous reports, the idea of a Course by Newspaper is still relatively new. This has penetrated the consciousness of only a very small percentage of newspaper readers. Most of them are unprepared to make the commitment required when they encounter the newspaper articles. Everything possible should be done to publicize the concept of Courses by Newspaper, apart from a particular series. This could be done through magazine articles, feature stories, etc.

Although Courses by Newspaper clearly is a valuable tool for recruiting students for college credit courses, and to sell textbooks to those who are not enrolled for credit, its greatest opportunities may be in reaching those who wish to obtain new knowledge but who do not seek college credit and who prefer a loose and limited commitment. The number of such persons, in our opinion, is in the millions. It also is our opinion that a major mission of Courses by Newspaper should be to develop course formats, educational materials, and incentives to reach and serve this huge market. It includes large numbers of persons with high school education or less, as well as those who have gone to college.

It was pointed out in our report on Course II that many newspaper readers look upon the articles simply as feature stories rather than as components of a course, and that the newspaper series must achieve "coursehood" on its own. It is interesting to note that in the personal interviews survey made in San Diego in 1976, 53% of those who had read one or more newspaper articles wanted multiple choice questions printed with each newspaper article. Some readers no doubt would like reference lists for

further reading. Some probably would like some recognition of accomplishment, such as a certificate, and would be willing to submit to an examination to qualify for it. Secondary school adult education programs, junior college community service programs, and library public forum programs, may be interested in developing programs for those who do not seek college credit and who are willing to pay nothing or only a small sum for participation.

As the Courses by Newspaper idea catches on, the number of "repeaters" probably will increase. This, at least, has been the experience of the University Extension movement. A high percentage of those who now are enrolled in Extension courses have taken others in the past. Millions of Americans eventually may come to depend on Courses by Newspaper as a way of comfortably and economically updating background information on current affairs and other areas of interest.

A. Surveys of Readership in Eight Cities

I. Procedures

A total of 3,000 telephone interviews were completed with randomly selected newspaper subscribers who had listed telephone numbers. The interviews were distributed as follows: Salt Lake City, Utah, Deseret News, 500; Saint Paul, Minnesota, Saint Paul Dispatch, 500; Hartford, Connecticut, Hartford Courant, 500; Grand Rapids, Michigan, Grand Rapids Press, 500; Costa Mesa, California, Orange Coast Daily Pilot, 250; Gainesville, Georgia, The Times, 250; Powell, Wyoming, Powell Tribune, 250; Wichita, Kansas, Wichita Eagle and Beacon, 250.

All interviewing was done after 4:00 P.M. on week days, and on Saturdays and Sundays, in order to properly include working men and women. The interviewers were requested to make return telephone calls to homes in which other adult members of families resided and were not home at the time of the initial call in order to record the number of articles read by all adult members of the household. The interviewing was restricted to toll free calls, but in each area extended beyond the limits of the Central City.

The telephoning took place during the month of December, 1975. The same questionnaire was used in each of the eight areas.

II. Summary of Results

"Good morning (afternoon, evening)! We're making a survey about a course by newspaper entitled "American Issues Forum" which has been appearing in the _____. The articles were written for the nation's Bicentennial and deal with American History and values from colonial times to the present. Among the topics included in the series are the westward migration, the changing patterns of land use, the growth of industry, and the development of freedoms guaranteed by the Bill of Rights. A total of _____ articles have appeared this far.

1. Were you aware that there was a course by newspaper in the _____?"

Newspaper	Yes	No
Deseret News	54%	46%
Saint Paul Dispatch	38%	62%
Orange Coast Daily Pilot	42%	58%
Hartford Courant	40%	60%
Gainesville Times	53%	47%
Grand Rapids Press	49%	51%
Powell Tribune	80%	20%
Wichita Eagle and Beacon	35%	65%

2. "Have you read any of the articles in the series? How many articles did you read?"

Newspaper	Number of articles read by telephone respondents				
	1 - 2	3 - 5	6 - 10	More than 10	None
Deseret News	14%	16%	6%	3%	61%
St. Paul Dispatch	7%	8%	7%	4%	74%
Orange Coast Daily Pilot	9%	8%	9%	5%	69%
Hartford Courant	6%	8%	6%	2%	78%
Gainesville Times	1%	6%	6%	11%	76%
Grand Rapids Press	13%	13%	7%	3%	64%
Powell Tribune	26%	16%	11%	6%	41%
Wichita Eagle & Beacon	11%	6%	2%	2%	79%

3. "How many articles did other members of the household read?"

	Number of articles read by other members of the household				
	1 - 2	3 - 5	6 - 10	More than 10	None--no other member of household, don't know
Deseret News	3%	5%	2%	1%	89%
St Paul Dispatch	1	1	2	6	90
Orange Coast Daily Pilot	3	4	4	3	86
Hartford Courant	3	3	3	2	89
Gainesville Times	0	3	2	4	91
Grand Rapids Press	2	3	3	2	90
Powell Tribune	11	6	3	2	78
Wichita Eagle & Beacon	1	1	1	6	91

Summary

Percent of households in which one or more articles were read.

Newspaper	
Deseret News	42%
Saint Paul Dispatch	29%
Orange Coast Daily Pilot	34%
Hartford Courant	25%
Gainesville Times	27%
Grand Rapids Press	36%
Powell Tribune	59%
Wichita Eagle and Beacon	22%

Questions 4 through 10 were presented only to respondents who stated that they read one or more articles in the series.

4. "Did you have difficulty in finding these articles in the newspaper?"

Newspaper	Yes	No
Deseret News	5%	95%
St. Paul Dispatch	7%	93%
Orange Coast Daily Pilot	3%	97%
Hartford Courant	10%	90%
Gainesville Times	0%	100%
Grand Rapids Press	9%	91%
Powell Tribune	1%	99%
Wichita Eagle & Beacon	9%	91%

5. "How interested are you in having other courses by newspaper?"

Newspaper	Very interested	Somewhat interested	Not very interested
Deseret News	51%	38%	11%
St. Paul Dispatch	41%	46%	13%
Orange Coast Daily Pilot	33%	55%	12%
Hartford Courant	43%	40%	17%
Gainesville Times	24%	66%	10%
Grand Rapids Press	40%	44%	16%
Powell Tribune	48%	33%	19%
Wichita Eagle & Beacon	38%	50%	12%

6. If the respondent was not very interested, the interviewer asked: "Why do you say that you are not very interested?"

	Newspaper							
	Deseret News	St. Paul Dispatch	Orange Coast Daily Pilot	Hartford Courant	Gainesville Times	Grand Rapids Press	Powell Tribune	Wichita Eagle & Beacon
Not interested in material of this type	14%	52%	10%	20%	0%	31%	38%	14%
Not interested in information organized in course form	14	6	20	11	0	21	34	29
Material too dull, hard to understand	5	6	0	0	16	0	3	0
Prefer to take courses at school	20	6	20	31	16	3	3	0
Don't need credits	14	0	10	11	0	3	0	14
Too busy	19	18	40	11	68	28	11	43
Other answers: illness/age, don't believe anything in newspapers	14	12	0	16	0	14	11	0
Total	100%	100%	100%	100%	100%	100%	100%	100%

7. "Is there any particular subject that you would like to see covered in courses by newspaper?"

		Newspapers*							
		DN	SPD	OCDP	HC	GT	GRP	PT	WE&B
(1)	More of same kind of articles--more history	14%	10%	29%	13%	33%	18%	87%	15%
(1)	Politics/Government/ Law	5%	8%	12%	5%	5%	4%	3%	5%
(3)	Business/Economics/ Consumer affairs	3%	2%	9%	4%	12%	3%	1%	2%
(4)	Environment/Ecology	0%	1%	6%	2%	0%	2%	2%	0%
(5)	Sciences: Biology, Psychology, Geology	1%	2%	0%	8%	3%	22%	2%	0%
(6)	Current events	1%	1%	1%	1%	0%	1%	1%	3%
(7)	Fine arts	1%	1%	0%	2%	2%	3%	3%	4%
(8)	Family living/hobbies/ food	6%	0%	0%	2%	2%	7%	1%	2%
(9)	Education	1%	2%	1%	3%	2%	4%	0%	2%
(10)	Medical topics	0%	1%	0%	2%	0%	0%	0%	4%
(11)	Everything	3%	3%	0%	2%	2%	3%	3%	2%
(12)	Can't think of any	65%	59%	42%	56%	39%	53%	76%	61%
	Total	100%	100%	100%	100%	100%	100%	100%	100%

*DN - Deseret News
SPD - Saint Paul Dispatch
OCDP - Orange Coast Daily Pilot
HC - Hartford Courant
GT - Gainesville Times
GRP - Grand Rapids Press
PT - Powell Tribune
WE&B - Wichita Eagle and Beacon

8. "Do you have any other thoughts about courses by newspaper?"

	All Cities
(1) Very interesting, enjoyed it	18%
(2) Good for those who need to complete education	4%
(3) Have a wider variety of subjects	4%
(4) I like to save the articles	1%
(5) Articles should appear on week days	1%
(6) I enjoy the articles on Sunday	1%
(7) Don't think newspaper is a good medium for education	1%
(8) Course was too elementary	1%
(9) The articles were too long and difficult to understand	1%
(10) December was a bad time for the articles	1%
(11) Have no further thoughts	67%

Fewer than 1% of respondents made the following comment: should be combined with TV lectures, have illustrations, high school student should be able to get credit

9. "As you perhaps know, it was possible to obtain university credit, for taking the "American Issues Forum" course. What was your main reason for not enrolling in the course?"

		Newspapers*							
		DN	SPD	OCDP	HC	GT	GRP	PT	WE&B
(1)	Cost	1%	2%	1%	1%	7%	0%	1%	2%
(2)	Don't need credits	9%	10%	20%	24%	11%	18%	13%	18%
(3)	Not interested in subject	13%	14%	7%	8%	2%	15%	25%	16%
(4)	Lacked time	10%	15%	33%	27%	49%	26%	22%	23%
(5)	Too much trouble to enroll, prepare for exams, etc	1%	1%	5%	2%	0%	2%	3%	4%
(6)	Didn't get around to it	7%	7%	5%	1%	0%	4%	10%	5%
(7)	Health, old age	14%	37%	20%	20%	11%	12%	17%	10%
(8)	Didn't know you could get credit	44%	8%	9%	16%	20%	17%	5%	20%
(9)	Would rather go to regular class	1%	0%	0%	1%	0%	1%	0%	2%
(10)	No special reason	0%	6%	0%	3%	0%	5%	4%	0%
	Total	100%	100%	100%	100%	100%	100%	100%	100%

*DN - Deseret News
SPD - Saint Paul Dispatch
OCDP - Orange Coast Daily Pilot
HC - Hartford Courant
GT - Gainesville Times
GRP - Grand Rapids Press
PT - Powell Tribune
WE&B - Wichita Eagle and Beacon

10. "It was possible to buy a text that went with the course. What was your main reason for not ordering the text?"

		Newspapers*							
		DN	SPD	OCDP	HC	GT	GRP	PT	WE&B
(1)	Cost	1%	6%	5%	3%	4%	8%	1%	4%
(2)	Don't need it	21%	15%	13%	24%	12%	14%	16%	15%
(3)	Not interested in subject	7%	18%	16%	13%	5%	18%	25%	16%
(4)	Lacked time	6%	10%	22%	18%	51%	16%	22%	11%
(5)	Didn't know it was available	46%	15%	15%	20%	21%	27%	7%	36%
(6)	Just didn't get around to it	4%	7%	10%	3%	5%	5%	11%	5%
(7)	Health, old age	14%	22%	18%	14%	2%	8%	13%	11%
(8)	Other answers: can't read English well, prefer regular class	1%	0%	1%	2%	0%	1%	0%	2%
(9)	No special reason	0%	7%	0%	3%	0%	3%	5%	0%
	Total	100%	100%	100%	100%	100%	100%	100%	100%

*DN - Deseret News
SPD - Saint Paul Dispatch
OCDP - Orange Coast Daily Pilot
HC - Hartford Courant
GT - Gainesville Times
GRP - Grand Rapids Press
PT - Powell Tribune
WE&B - Wichita Eagle and Beacon

Table 1

Characteristics of "Courses by Newspaper" Readers, by City

"Have you taken any extension, continuing education, or adult education courses during the last five years?"

	Taken any Courses	
Newspaper	Yes	No
Deseret News	34%	66%
St. Paul Dispatch	27%	72%
Orange Coast Daily Pilot	53%	47%
Hartford Courant	37%	63%
Gainesville Times	41%	59%
Grand Rapids Press	45%	55%
Powell Tribune	34%	66%
Wichita Eagle & Beacon	34%	66%

Table 2

Age of Readers, by City

Newspaper	Age Groups				
	Under 20	20-30	31-50	51-64	65 or older
Deseret News	1%	16%	41%	22%	20%
St. Paul Dispatch	2%	8%	30%	30%	31%
Orange Coast Daily Pilot	3%	10%	37%	30%	20%
Hartford Courant	1%	12%	36%	31%	20%
Gainesville Times	0%	18%	52%	18%	12%
Grand Rapids Press	2%	22%	37%	28%	11%
Powell Tribune	0%	12%	40%	27%	21%
Wichita Eagle & Beacon	2%	29%	30%	23%	16%

Table 3

Education of Readers, by City

Newspaper	Junior High School or below	High School	Some College	College Graduate	Graduate School	Refused to State
Deseret News	3%	37%	30%	22%	7%	1%
St. Paul Dispatch	2%	24%	48%	14%	10%	2%
Orange Coast Daily Pilot	10%	56%	23%	7%	4%	0%
Hartford Courant	3%	34%	19%	30%	12%	2%
Gainesville Times	5%	15%	18%	36%	26%	0%
Grand Rapids Press	3%	38%	26%	18%	14%	1%
Powell Tribune	13%	39%	25%	21%	1%	1%
Wichita Eagle & Beacon	2%	41%	30%	16%	9%	2%

Table 4

Readership of One or More Articles in "American Issues Forum"

Related to

Enrollment in Adult Education Classes During Last Five Years

Read one or more articles	All Cities Taken Adult Education Classes	
	Yes	No
(1) Yes	36%	33%
(2) No	64%	67%
	100%	100%

Table 5

Readership of One or More Articles in "American Issues Forum"

Related to

Age

Read one or more articles	All Cities Age				
	Under 20	21-30	31-50	51-64	65 or older
(1) Yes	21%	29%	32%	38%	38%
(2) No	79%	71%	68%	62%	62%
Total	100%	100%	100%	100%	100%

Table 6

Readership of One or More Articles in "American Issues Forum"

Related to

Education

All Cities
Last School Grade Competed

Read one or more articles	Junior High School or below	High School	Some College	College Graduate	Graduate School	Trade School
(1) Yes	24%	29%	38%	41%	45%	0%
(2) No	76%	71%	62%	59%	55%	100%
Total	100%	100%	100%	100%	100%	100%

Table 7

Readership of One or More Articles in "American Issues Forum"

Related to

Sex

Read one or more articles	All Cities Males	Females
(1) Yes	33%	34%
(2) No	67%	66%
Total	100%	100%

COURSE BY NEWSPAPER SURVEY

Good morning (afternoon, evening)! We're making a survey about a course newspaper entitled "American Issues Forum" which has been appearing in the (NAME OF NEWSPAPER). The articles were written for the nation's Bicentennial and deal with American History and values from colonial times to the present. Among the topics included in the series are the westward migration, the changing patterns of land use, the growth of industry, and the development of the freedoms guaranteed by the Bill of Rights. A total of (SPECIFY NUMBER) articles have appeared thus far.

1. Have you read any of the articles in this series? How many of the (SPECIFY NUMBER) articles have you read? PLACE NUMBER OF ARTICLES READ IN THE CODE COLUMN TO THE RIGHT. USE 0 FOR NONE 1.___

2. IF RESPONDENT DIDN'T READ ANY ARTICLES, ASK: Were you aware that there was a course by newspaper in the (NAME NEWSPAPER)? (1) yes; (2) no 2.___

3. How many other members of your household are 18 years old or older? (1) 1; (2) 2; (3) 3; (4) 4 or more; (0) none 3.___

4. IF THERE ARE OTHER MEMBERS OF THE HOUSEHOLD 18 OR OLDER, ASK: Are they at home at the present time? IF YES: Would you please ask how many articles each of them read? _____ _____ _____ 4.___

5. IF OTHER ADULTS NOT AT HOME, ASK AT WHAT TIME THEY WILL BE AT HOME AND INTERVIEW THEM AT THAT TIME. RECORD RESULTS IN SPACES ABOVE. 5.___

IF RESPONDENT DID NOT READ ANY ARTICLES BUT SOMEONE ELSE IN THE HOUSEHOLD DID, CONTINUE THE INTERVIEW WITH THE READER OF THE ARTICLES.

IF NO ARTICLES WERE READ, SKIP TO # 13. IF ONE OR MORE ARTICLES WERE READ, CONTINUE

6. Did you have difficulty in finding these articles in the newspaper? (1) yes; (2) no 6.___

7. How interested are you in having other courses by newspaper of this type in the (NAME NEWSPAPER) Would you say that you are: READ ALTERNATIVES (1) very interested; (2) somewhat interested; or (3) not very interested? 7.___

8. IF NOT VERY INTERESTED, ASK: Why do you say that you are not very interested in other courses by newspaper? DO NOT READ ALTERNATIVES (1) not interested in material of this type; (2) not interested in information organized in course form; (3) material is dull, too hard to understand, etc; (4) prefer to take courses at school; (5) don't need the credits; (6) too busy 8.___
Other answers_____

9. Is there any particular subject that you would like to see covered in a future course by newspaper? 9.___
_____

10. Do you have any other thoughts about courses by newspaper? 10.___

11. As you perhaps know, it was possible to obtain University credit for taking the "American Issues Forum" course. What was your main reason for not enrolling in the course? DO NOT READ ALTERNATIVES (1) cost; (2) don't need credits; (3) not interested in subject; (4) lacked time; (5) too much trouble to enroll, prepare for exams, etc. (6) just didn't get around to it; (7) health;old age
Other answers_____ 11.____

12. It was possible to buy a text that went with the course. What was your main reason for not ordering the text? DO NOT READ ALTERNATIVES (1) cost; (2) don't need it; (3) not interested in subject; (4) lacked time; (5) didn't know it was available; (6) just didn't get around to it; (7) health;old age
Other answers_____ 12.____

ASK EVERYONE REMAINDER OF QUESTIONS

13. Have you taken any extension, continuing education, or adult education courses during the last five years? (1) yes; (2) no 13.____

NOW, HERE ARE SOME QUESTIONS WE NEED IN ORDER TO COMPLETE OUR SURVEY. THE INFORMATION WILL BE USED FOR STATISTICAL PURPOSES ONLY.

14. What age group are you in? Are you: (1) under 20; (2) 20-30; (3) 31-50; (4) 51-64; (5) 65 or over? 14.____

15. What was the highest grade you completed in school? 15.____
(1) junior high school or below; (2) high school; (3) some college; (4) college graduate; (5) graduate school
Other answers_____

16. Sex: (1) male; (2) female

Name of respondent_____

Telephone number_____

Name of interviewer_____

Date of interview_____

City and state_____

Name of newspaper_____

B. Survey of San Diego Evening Tribune Subscribers

I. Description of Field Work

The field work of the Courses by Newspaper, door-to-door survey took place January 22 through February 16, 1976. Thirteen experienced trained interviewers completed 500 interviews with San Diego Evening Tribune subscribers within the San Diego Metropolitan area, in their homes.

Each area was represented in the sample according to its number of Evening Tribune subscribers. The circulation department of the San Diego Evening Tribune supplied the names and addresses of subscribers and also the statistics on the number of subscriber households.

Interviewers were requested to interview after 4:00 PM on weekdays, and on Saturdays and Sundays in order to properly include men and working women. The interviewers also were requested to make return calls either in person or by telephone to homes in which other adult members of households resided and were not home at the time of the initial call, in order to record the number of articles read by all adult members of the household.

The interviewers carried copies of the San Diego Evening Tribune which contained an article from the American Issues Forum series. These were presented to the respondents.

II. Summary of Results

"Good morning (afternoon, evening)! We're making a survey about a course by newspaper entitled 'American Issues Forum' which has been appearing in the San Diego Evening Tribune. Here is a copy of one of the articles. The articles were written for the nation's Bicentennial and deal with American history and values from colonial times to the present. Among the topics included in the series were the westward migration, the changing patterns of land use, minority groups, the growth of industry, and the development of the freedoms guaranteed by the Bill of Rights. There were 18 articles in the series. The last article appeared on Thursday, January 1."

1. "Were you aware that there was a course by newspaper in the San Diego Evening Tribune?"

(1)	Yes	51%
(2)	No	49
	Total	100%

2. "Have you read any of the articles in the series. How many of the articles have you read?"

(1)	One or two	8%
(2)	Three to five	7
(3)	Six to ten	2
(4)	More than ten	3
(5)	None of these	80
	Total	100%

3. "How many articles did other members of the household read?"

(1)	One or two	2%
(2)	Three to five	1
(3)	Six to ten	2
(4)	More than ten	1
(5)	None	94
	Total	100%

4. Summary of questions 2 and 3.

Number of households in which one or more members read one or more articles: 22%

QUESTIONS 5 THROUGH 16 WERE PRESENTED TO THOSE WHO STATED THAT THEY READ ONE OR MORE ARTICLES.

5. "At what point in the series, approximately, did you first read an article in the series?"

(1)	Articles 1 - 2	40%
(2)	Articles 3 - 6	19
(3)	Articles 7 - 10	12
(4)	Articles 11 - 14	0
(5)	Articles 15 - 18	3
(6)	Can't remember	26
	Total	100%

6. "Approximately at what point in the series, did you last read an article?"

(1)	Articles 1 - 2	10%
(2)	Articles 3 - 6	14
(3)	Articles 7 - 10	9
(4)	Articles 11 - 14	7
(5)	Articles 15 - 18	27
(6)	Can't remember	33
	Total	100%

7. If the respondent stopped reading the series before its termination, the interviewer asked:

"Why did you stop reading the series?"

(1)	Material dull	9%
(2)	Not that interested in history	13
(3)	Too busy	51
(4)	Didn't remember to look for it	9
(5)	No special reason	18
	Total	100%

8. "Did you have any difficulty in finding these articles in the newspaper?"

(1)	Yes	10%
(2)	No	90
	Total	100%

9. "How interested are you in having other courses by newspaper of this type in the San Diego Evening Tribune? Would you say that you are:"

(1)	Very interested	31%
(2)	Somewhat interested	42
(3)	Not very interested	27
	Total	100%

10. If the respondent was not very interested the interviewer asked:

"Why do you say that you are not interested in other courses by newspaper?"

(1)	Not interested in information organized in course form	38%
(2)	Material is too dull, too hard to understand	7
(3)	Prefer to take courses at school	14
(4)	Don't need credits	21
(5)	Too busy	20
	Total	100%

11. "Is there any particular subject that you would like to see covered in a future course by newspaper?"

(1)	No suggestions	61%
(2)	More history	9
(3)	Political science, law, foreign policy, civics	9
(4)	Medical subjects	5
(5)	Business subjects: taxes, real estate	5
(6)	Current events	3
(7)	Family living, child development	3
(8)	How to do things: arts, crafts, cooking, dressmaking	3
(9)	Fine arts: literature, music, art	2
(10)	Ecology, conservation, the future	2
(11)	Science	2
(12)	Each of the following subjects was mentioned by 1% of respondents or fewer: foreign language, sociology, psychology	

Percentages total to more than 100 because of multiple answers.

12. "Do you have any other thoughts about courses by newspaper?"

(1)	No other thoughts	72%
(2)	Enjoyed it, good idea, outstanding	16
(3)	Don't think newspaper is good place for course, waste of space	4
(4)	Have a variety of subjects	2

(5) Each of the following observations was made by 1% of respondents, or fewer:

It should supplement other courses; there is too much repetition; courses should be advertised more in the newspaper; run it on different days; courses should run longer; senior citizens and the poor should enroll free; keep it in the same place each time.

13. "Would you like to have multiple choice questions printed with each newspaper article, so that you could test yourself after reading it?"

(1)	Yes	53%
(2)	No	40
(3)	Don't know	7
	Total	100%

14. "Did you know that it was possible to obtain University credit for taking the 'American Issues Forum' course?"

(1)	Yes	50%
(2)	No	50
	Total	100%

15. If "YES" to question 14 the interviewer asked:

"What was your main reason for not enrolling in the Course?"

(1) Don't need credits	31%
(2) Not interested in subject	17
(3) Lacked time	21
(4) Too much trouble to enroll, prepare for exams, etc.	4
(5) Just didn't get around to it	10
(6) Health/vision/old age	10
(7) No special reason	7
Total	100%

16 "It was possible to buy a text that went with the course. What was your main reason for not ordering the text?"

(1) Cost	5%
(2) Don't need it	11
(3) Not interested in subject	17
(4) Lacked time	12
(5) Didn't know it was available	38
(6) Just didn't get around to it	4
(7) Health/vision/old age	5
(8) No special reason	8
Total	100%

THE REMAINDER OF THE QUESTIONS WERE PRESENTED TO EVERYONE.

17. "Have you taken any extension, continuing education or adult education courses during the last five years? Where?"

(1)	Yes; information on school of attendance not available	13%
(2)	No	56
(3)	High school; adult education	11
(4)	Community College	12
(5)	Four year institution	7
(6)	Other places: churches, organizations, trade schools	1
	Total	100%

18. "How interested are you in American history. Are you:"

(1)	Very interested	31%
(2)	Somewhat interested	51
(3)	Not very interested	18
	Total	100%

19. "During the last several months, have you watched any of the Sunday news interview programs, such as 'Meet the Press', 'Face the Nation', or 'Issues and Answers'?"

(1)	Yes	64%
(2)	No	36
	Total	100%

20. "How much background information does your newspaper give on major stories? Does it give:"

(1)	Too much background information	6%
(2)	Too little background information, or	19
(3)	Just about the right amount	59
(4)	Don't know	16
	Total	100%

21. "Do you, or does any member of your household, subscribe to one or more of the following news magazines: Newsweek, Time, U.S. News and World Report?"

(1)	Household subscribes to one or more news magazines	39%
(2)	Household does not subscribe to a news magazine	61
	Total	100%

22. "Are you able to receive KPBS-Channel 15 (12 on cable), the educational TV station on any of the sets in your home?"

(1)	Yes	78%
(2)	No	22
	Total	100%

QUESTIONS 23 AND 24 WERE PRESENTED ONLY TO THE RESPONDENTS WHO STATED THAT THEY WERE ABLE TO RECEIVE CHANNEL 15.

23. "During the last 7 days, have you tuned in a program on KPBS-Channel 15?" If the respondent stated "NO" the interviewer asked: "Have you tuned in a program on this channel in the last 30 days?"

(1)	Yes - last 7 days	54%
(2)	Yes - last 30 days	20
(3)	No	26
	Total	100%

24. "Have you seen any of the American Issues Forum programs on American history and politics which have appeared on KPBS-Channel 15 in recent months?"

(1)	Yes	26%
(2)	No	67
(3)	Don't remember	7
	Total	100%

25. "Have you listened to a program on KPBS-FM/radio during the last 30 days?"

(1)	Yes	16%
(2)	No	84
	Total	100%

26. "During the last 30 days have you checked out a book from the public library?" If "NO", the interviewer asked: "Have you checked out a book from a public library during the last six months?"

(1)	Yes - within last 30 days	29%
(2)	Yes - within last 6 months	21
(3)	No	50
	Total	100%

27. "Have you purchased any books within the last twelve months?"

(1)	Yes	73%
(2)	No	27
	Total	100%

28. "During the last twelve months have you been to the Museum of Man in Balboa Park? To the Fine Arts Museum? To the Museum of Natural History?"

(1)	Museum of Man	6%
(2)	Museum of Natural History	5
(3)	Fine Arts Museum	3
(4)	Fine Arts and Museum of Man	4
(5)	Museum of Man and Natural History	5
(6)	Fine Arts and Museum of Natural History	2
(7)	All three museums	19
(8)	None of these	56
	Total	100%

III. Cross Tabulations

Table 1

Number of Articles Read in American Issues Forum Series

Related to

Attendance at Continuing Education Course

Where continuing Education taken	Number of Articles Read				
	None	1-2	3-5	6-10	Over 10
(1) Information not available	13%	15%	9%	15%	27%
(2) None attended	58	44	49	62	53
(3) High School	10	18	12	15	0
(4) Community College	11	15	15	8	20
(5) Four year school	6	8	15	0	0
(6) Other	2	0	0	0	0
Total	100%	100%	100%	100%	100%

Table 2

Number of Articles Read in American Issues Forum Series

Related to

Respondent's Interest in American History

How interested are you in American History	Number of Articles Read				
	None	1-2	3-5	6-10	Over 10
(1) Very interested	25%	62%	42%	16%	66%
(2) Somewhat interested	54	31	49	77	34
(3) Not very interested	21	7	9	7	0
Total	100%	100%	100%	100%	100%

Table 3

Number of Articles Read in American Issues Forum Series

Related to

Viewership of Sunday News Interview Programs

Watched Sunday News Interview Program in Last Several Months?	Number of Articles Read				
	None	1-2	3-5	6-10	Over 10
(1) Yes	61%	72%	75%	77%	80%
(2) No	39	28	25	23	20
Total	100%	100%	100%	100%	100%

Table 4

Number of Articles Read in American Issues Forum Series

Related to

Respondent's Satisfaction with Background Information Given in Newspapers

How much background information does newspaper give?	Number of Articles Read				
	None	1-2	3-5	6-10	Over 10
(1) Too much	6%	5%	15%	0%	0%
(2) Too little	15	33	33	38	40
(3) Just about the right amount	61	57	40	54	53
(4) Don't know	18	5	12	8	7
Total	100%	100%	100%	100%	100%

Table 5

Number of Articles Read in American Issues Forum Series

Related to

Subscribership to News Magazines

Subscribe to News Magazine	Number of Articles Read				
	None	1-2	3-5	6-10	Over 10
(1) Household subscribes to one or more news magazines	35%	51%	60%	38%	54%
(2) Household does not subscribe to any news magazines	65%	49%	40%	62%	46%
Total	100%	100%	100%	100%	100%

Table 6

Number of Articles Read in American Issues Forum Series

Related to

Viewership of KPBS-Channel 15

Tuned in a program on KPBS?	Number of Articles Read				
	None	1-2	3-5	6-10	Over 10
(1) Yes - last 7 days	53%	65%	50%	36%	60%
(2) Yes - last 30 days	21	9	25	36	30
(3) No	26	26	25	28	10
Total	100%	100%	100%	100%	100%

Table 7

Number of Articles Read in American Issues Forum Series

Related to

Viewership of American Issues Forum Programs which Appeared on KPBS-Channel 15

Saw American Issues Forum Program on KPBS-Channel 15	Number of Articles Read				
	None	1-2	3-5	6-10	Over 10
(1) Yes	24%	32%	29%	9%	60%
(2) No	69	65	61	64	30
(3) Don't remember	7	3	10	27	10
Total	100%	100%	100%	100%	100%

Table 8

Number of Articles Read in American Issues Forum Series

Related to

Listenership of Radio Station KPBS-FM During Last 30 Days

Listened to KPBS-FM during last 30 days?	Number of Articles Read				
	None	1-2	3-5	6-10	Over 10
(1) Yes	15%	16%	21%	8%	27%
(2) No	85	84	79	92	73
Total	100%	100%	100%	100%	100%

Table 9

Number of Articles Read in American Issues Forum Series

Related to

Patronage of Public Library

Checked out book from Public Library?	Number of Articles Read				
	None	1-2	3-5	6-10	Over 10
(1) Yes - within last 30 days	27%	44%	30%	23%	33%
(2) Yes - within last 6 months	21	5	40	23	27
(3) Not within last 6 months	52	51	30	54	40
Total	100%	100%	100%	100%	100%

Table 10

Number of Articles Read in American Issues Forum Series

Related To

Book Purchases Within Last 12 Months

Purchased a book within the last 12 months?	Number of Articles Read				
	None	1-2	3-5	6-10	Over 10
(1) Yes	73%	82%	70%	54%	87%
(2) No	27	18	30	46	13
Total	100%	100%	100%	100%	100%

Table 11

Number of Articles Read in American Issues Forum Series

Related to

Patronage of Museums

In the past twelve months which museums have you visited?	Number of Articles Read				
	None	1-2	3-5	6-10	Over 10
(1) Museum of Man	7%	5%	3%	7%	6%
(2) Fine Arts Museum	3	-	-	8	7
(3) Museum of Natural History	4	5	9	8	7
(4) Fine Arts and Museum of Man	4	5	-	-	-
(5) Museums of Man and Natural History	6	3	-	-	-
(6) Fine Arts and Museum of Natural History	2	-	6	-	-
(7) All three museums	17	23	27	8	40
(8) None of them	57	59	55	69	40
Total	100%	100%	100%	100%	100%

Table 12

Age

Related to

Number of Articles Read in American Issues Forum Series

Number of Articles Read	Age				
	Under 20	20-30	31-50	51-64	65 or over
(1) None	90%	84%	82%	78%	68%
(2) 1 - 2	5	6	10	7	9
(3) 3 - 5	5	6	5	7	11
(4) 6 - 10	-	2	1	5	6
(5) Over 10	-	2	2	3	6
Total	100%	100%	100%	100%	100%

Table 13

Education

Related to

Number of Articles Read in American Issues Forum Series

Number of Articles	Highest School Grade Attended				
	Junior High or Below	High School	Some College	College Graduate	Graduate School
(1) None	94%	82%	78%	70%	71%
(2) 1 - 2	2	6	9	15	8
(3) 3 - 5	2	5	9	9	5
(4) 6 - 10	2	5	1	2	3
(5) Over 10	-	2	3	4	13
Total	100%	100%	100%	100%	100%

Table 14

Income

Related to

Number of Articles Read in American Issues Forum Series

Number of Articles Read	Total Annual Family Income in 1975	
	Over $15,000	Under $15,000
(1) None	77%	82%
(2) 1 - 2	11	6
(3) 3 - 5	6	7
(4) 6 - 10	1	4
(5) Over 10	5	1
Total	100%	100%

Table 15

Sex

Related to

Number of Articles Read in American Issues Forum Series

Number of Articles Read	Sex	
	Males	Females
(1) None	74%	83%
(2) 1 - 2	8	8
(3) 3 - 5	9	5
(4) 6 - 10	3	3
(5) Over 10	6	1
Total	100%	100%

COURSE BY NEWSPAPER SURVEY
San Diego Tribune
January 1976

Good morning (afternoon, evening)! We're making a survey about a course by newspaper entitled "American Issues Forum" which has been appearing in the San Diego Evening Tribune. Here is a copy of one of the articles. The articles were written for the nation's Bicentennial and deal with American history and values from colonial times to the present. Among the topics included in the series were the westward migration, the changing patterns of land use, the growth of industry, and the development of the freedoms guaranteed by the Bill of Rights. There were 18 articles in the series. The last article appeared on Thursday, January 1.

1. Have you read any of the articles in this series? How many of the 18 articles have you read? _____ 1.____

2. IF THE RESPONDENT DIDN'T READ ANY ARTICLES, ASK: Were you aware that there was a course by newspaper in the San Diego Evening Tribune? (1) yes; (2) no 2.____

3. How many other members of your household are 18 years or older? (0) none; (1) 1; (2) 2; (3) 3; (4) 4 or more 3.____

4. IF THERE ARE OTHER MEMBERS OF THE HOUSEHOLD 18 OR OLDER, ASK: Are they at home at the present time? How many articles has each of them read? M F _____ M F _____ M F _____ 4.____

IF OTHER ADULTS ARE NOT HOME, ASK WHEN THEY WILL BE HOME, AND PHONE THEM, RECORDING ANSWERS IN SPACES ABOVE.

IF ORIGINAL RESPONDENT REPORTED NO READERSHIP IN QUESTION 1, SKIP TO QUESTION 17. ASK QUESTIONS 5 TO 16 ONLY OF A RESPONDENT WHO HAS READ ONE OR MORE ARTICLES

5. At what point in the series, approximately, did you first read an article in the series? (1) articles 1-2; (2) articles 3-6; (3) articles 7-10; (4) articles 11-14; (5) articles 15-18; (6) can't remember 5.____

6. Approximately at what point in the series did you last read an article? SAME ALTERNATIVES AS IN Q. 5 6.____

7. IF RESPONDENT STOPPED READING SERIES BEFORE ITS TERMINATION, ASK: Why did you stop reading the series? DO NOT READ ALTERNATIVES. (1) material dull; (2) material too difficult; (3) not that interested in history; (4) too busy; (5) didn't remember to look for it; (6) no special reason 7.____
Other answers _____

8. Did you have any difficulty in finding these articles in the newspaper? (1) yes; (2) no 8.____

9. How interested are you in having other courses by newspaper of this type in the San Diego Evening Tribune? Would you say that you are: READ ALTERNATIVES (1) very interested; (2) somewhat interested; or (3) not very interested? 9.____

10. IF NOT VERY INTERESTED, ASK: Why do you say that you are not very interested in other courses by newspaper? DO NOT READ ALTERNATIVES (1) not interested in information organized in course form; (3) material is dull, too hard to understand; (4) prefer to take courses at school; (5) don't need the credits; (6) too busy 10.____
Other answers_____

11. Is there any particular subject that you would like to see covered in a future course by newspaper?_____ 11.____
_____

12. Do you have any other thoughts about courses by newspaper? 12.____

13. Would you like to have multiple choice questions printed with each newspaper article, so that you could test yourself after reading it? (1) yes; (2) no; (3) don't know 13.____

14. Did you know that it was possible to obtain university credit for taking the "American Issues Forum" course? (1) yes; (2) no 14.____

15. IF "YES" TO QUESTION 14, ASK: What was your main reason for not enrolling in the course? DO NOT READ ALTERNATIVES (1) cost; (2) don't need credits; (3) not interested in subject; (4) lacked time; (5) too much trouble to enroll, prepare for exams, etc.; (6) just didn't get around to it; (7) health/vision/old age; (8) no special reason 15.____
Other answers_____

16. It was possible to buy a text that went with the course. What was your main reason for not ordering the text? DO NOT READ ALTERNATIVES (1) cost; (2) don't need it; (3) not interested in subject; (4) lacked time; (5) didn't know it was available; (6) just didn't get around to it; (7) health/vision/old age; (8) no special reason 16.____
Other answers_____

ASK EVERYONE ALL FOLLOWING QUESTIONS

17. Have you taken any extension, continuing education or adult education courses during the last five years? (1) yes; (2) no 17.____

18. How interested are you in American history. Are you: (1) very interested; (2) somewhat interested; or (3) not very interested? 18.____

19. During the last several months, have you watched any of of the Sunday news interview programs, such as Meet the Press, Face the Nation, or Issues and Answers? (1) yes; (2) no 19.____

20. How much background information does your newspaper give on major stories? Does it give too much background information, too little background information, or just about the right amount of background information? (1) too much; (2) too little; (3) just about right amount; (4) don't know 20.____

21. Do you, or does any member of your household, subscribe to one or more of the following news magazines: Newsweek, Time, U.S. News and World Report? (1) household subscribes to one or more news magazines; (2) household does not subscribe to a news magazine 21.____

22. Are you able to receive KPBS -Channel 15 (12 on cable), the educational TV station on any of the sets in your home? (1) yes; (2) no IF"NO"SKIP TO 25 22.____

23. During the last 7 days, have you tuned in a program on KPBS- Channel 15? IF "NO", ASK: Have you tuned in a program on this channel in the last 30 days? (1) yes-last 7 days; (2) yes-last 30 days; (3) no 23.____

24. Have you seen any of the American Issues Forum programs on American history and politics which have appeared on KPBS-Channel 15 in recent months? (1) yes; (2) no; (3) don't remember 24.____

25. Have you listened to a program on KPBS-FM/radio during the last 30 days? (1) yes; (2) no 25.____

26. During the last 30 days have you checked out a book from a public library? IF "NO", ASK: Have you checked out a book from a public library during the last six months? (1) yes-within last 30 days; (2) yes-within last six months; (3) no 26.____

27. Have you purchased any books within the last twelve months? (1) yes; (2) no 27.____

28. During the last twelve months, have you been to the Museum of Man in Balboa Park? To the Fine Arts Museum? To the Museum of Natural History? (1) Museum of Man; (2) Fine Arts Museum; (3) Museum of Natural History; (4) Fine Arts and Museum of Man; (5) Museums of Man and Natural History; (6) Fine Arts and Museum of Natural History; (7) all three museums; (8) none of them 28.____

29. Now here are some questions we need in order to complete our survey. The information will be used for statistical purposes only. What age group are you in? Are you: (1) under 20; (2) 20-30; (3) 31-50; (4) 51-64; (5) 65 or over? 29.____

30. What was the highest grade you completed in school? 30.____
(1) junior high school or below; (2) high school; (3) some college; (4) college graduate; (5) graduate school
Other answers_____

31. Was your total annual family income in 1975 over $15,000 or under $15,000? (1) over $15,000; (2) under $15,000; (4) don't know; (5) refused 31.____

32. Sex: (1) male; (2) female 32.____

Name of respondent_____

Address of respondent_____

Telephone number of respondent_____

Date of interview_____

Name of interviewer_____

C. Survey of Book Purchasers

I. Description of Field Work

The field work of the Courses by Newspaper Reader and Study Guide Purchasers Survey took place during the last two weeks of January and the month of February, 1976.

On January 15, 1976, 700 questionnaires with covering letters and return self-addressed, postage paid envelopes were mailed to purchasers of the Reader entitled American Issues Forum: Volume One and/or the Study Guide. Names and addresses of purchasers were supplied by the publisher of these books. The names were selected according to a random procedure.

The covering letter requested that the questionnaires be returned only by those who bought the book(s) but who did not take the course for credit.

As an expression of appreciation for return of the questionnaires the respondents were promised the gift of a recent paperback. They could choose from among five titles.

By March 1,1976, 175 questionnaires had been returned and were tabulated on that day.

II. Summary of Results

1. Each week, over a period of 18 weeks, articles on "American Issues Forum" appeared in your local newspaper. Approximately, how many of the 18 articles did you read? (If "none", indicate by a "0").

(1)	None	18%
(2)	1 - 2	6
(3)	3 - 5	8
(4)	6 - 10	11
(5)	Over 10	57
	Total	100%

IF YOU READ FEWER THAN 9 OF THE NEWSPAPER ARTICLES, ANSWER #2:

2. Why didn't you read more of the newspaper articles?

(1)	Material was dull, uninteresting	6%
(2)	Material was hard to understand	6
(3)	Lacked time	55
(4)	Forgot to look for them	17
(5)	Other reasons: Only a few of them printed in paper; travel; moved; unable to find	23

Percentages total to more than 100 because of multiple answers.

3. Did anyone else in your household read any of the newspaper articles? If "yes", how many articles did he/she read?

(1)	None	70%
(2)	1 - 2	4
(3)	3 - 5	6
(4)	6 - 10	2
(5)	Over 10	8
(6)	Other: live alone; don't know how many; not in our paper	10
	Total	100%

4. As you perhaps know, it was possible to obtain university credit for taking the course on "American Issues Forum". What was your main reason for not enrolling in the course?

(1)	Cost	9%
(2)	Don't need credit	48
(3)	Lacked time	24
(4)	Too much trouble to enroll, prepare for exams, etc.	10
(5)	Didn't know how to enroll	2
(6)	Other answers: purchased materials for personal enjoyment, aid in teaching, work on committee;newspaper didn't print articles	7
	Total	100%

5. If the course had been offered by correspondence, would you have enrolled for it?

(1)	Yes	33%
(2)	No	67
	Total	100%

6. Now here are some questions about the READER and STUDY GUIDE: How did you first learn about their availability?

(1)	Newspaper	86%
(2)	Friends/Relatives	5
(3)	Others: National Foundation for Humanity; American Library Assoc.; School; Advertisement	9
	Total	100%

7. As of this date, how many of the 56 selections in the READER have you completed?

(1)	None	18%
(2)	1 - 10	20
(3)	11 - 20	9
(4)	21 - 30	13
(5)	31 - 40	7
(6)	41 - 56	27
(7)	Don't know	6
	Total	100%

8. How many persons, including yourself, have used the READER?

(1)	None	50%
(2)	1 - 2	42
(3)	3 - 10	6
(4)	10 or more	2
	Total	100%

9. Did you buy the STUDY GUIDE developed for use with the READER?

(1)	Yes	87%
(2)	No	13
	Total	100%

10. Was the READER available in one of your local bookstores?

(1)	Yes	3%
(2)	No	29
(3)	Don't know	68
	Total	100%

11. Assuming that you could have bought the READER either in a local bookstore or by mail, which would you have preferred?

(1)	Local Bookstore	31%
(2)	Mail	32
(3)	No preference	37
	Total	100%

12. The price of the READER is $4.95. What is your opinion of the price of the book?

(1)	Too high	14%
(2)	About right	86
	Total	100%

13. The price of the STUDY GUIDE is $2.95. What is your opinion of the price of the STUDY GUIDE?

(1)	Too high	22%
(2)	About right	64
(3)	Didn't buy	14
	Total	100%

14. Have any of your attitudes concerning the issues treated in the READER and/or the STUDY GUIDE changed as a result of reading the READER and/or the STUDY GUIDE?

(1)	Yes	45%
(2)	No	55
	Total	100%

15. Overall, how would you rate the level of difficulty of the materials in the READER? Were they:

(1)	Too difficult	5%
(2)	Not difficult enough	5
(3)	Just about right	89
(4)	Don't know	1
	Total	100%

16. Overall, how would you rate the level of difficulty of the materials in the STUDY GUIDE? Were they

(1)	Too difficult	2%
(2)	Not difficult enough	4
(3)	Just about right	78
(4)	Didn't buy	16
	Total	100%

17. Overall, how satisfied were you with the READER? Were you:

(1)	Very satisfied	35%
(2)	Fairly well satisfied	57
(3)	Not very satisfied	6
(4)	Haven't read yet	2
	Total	100%

18. Overall, how satisfied were you with the STUDY GUIDE? Were you:

(1)	Very satisfied	24%
(2)	Fairly well satisfied	42
(3)	Not very satisfied	14
(4)	Didn't buy	17
(5)	Didn't read	3
	Total	100%

19. IF "NOT VERY SATISFIED" IN QUESTIONS 17 OR 18, PLEASE EXPLAIN:

(1)	Political attitudes of editor very obvious; objection to topics or opinions	37%
(2)	Quality of READER information far superior to STUDY GUIDE	5
(3)	Unhappy with topics/some articles less than interesting	15
(4)	Concept and directions hard to follow	11
(5)	Why not combine both books to make it easier	21
(6)	Need more depth, boring, waste of time	11
	Total	100%

20. If you were to take a course by newspaper in another subject would you like to have a READER and a STUDY GUIDE similar to the ones used in the course on "American Issues Forum"?

(1)	Yes	82%
(2)	No	18
	Total	100%

IF "YES", what topics would you like offered in another course?

(1)	Other History, Humanities	32%
(2)	Economics	7
(3)	Political Science	11
(4)	Botany	9
(5)	Philosophy, Literature	20
(6)	Art, Music	7
(7)	Modern History concerning Foreign Policy	9
(8)	Urban problems, Minorities	7
(9)	Education, Metric System	2
(10)	Sociology, Psychology	12
(11)	Future problems	4
(12)	Famous Americans	2

Percentages total to more than 100 because of multiple answers.

21. Have you taken any extension, continuing education, or adult education courses during the last 5 years?

(1)	Yes	64%
(2)	No	36
	Total	100%

NOW HERE ARE SEVERAL QUESTIONS WE NEED IN ORDER TO COMPLETE OUR SURVEY. THEY WILL BE USED FOR STATISTICAL PURPOSES ONLY. ALL INFORMATION WILL BE KEPT STRICTLY CONFIDENTIAL.

22. What age group are you in?

(1)	Under 20	3%
(2)	20 - 30	16
(3)	31 - 50	36
(4)	51 - 64	30
(5)	Over 65	15
	Total	100%

23. What was the highest grade you completed in school?

(1)	Junior high	2%
(2)	High School	14
(3)	Some College	34
(4)	College Graduate	26
(5)	Graduate School	24
	Total	100%

24. Sex:

(1)	Male	37%
(2)	Female	63
	Total	100%

25. Race:

(1)	Negro	3%
(2)	American Indian	1
(3)	Oriental	0
(4)	Mexican or Spanish American	0
(5)	Caucasian	96
	Total	100%

26. Annual family income:

(1)	Under $10,000	22%
(2)	$10,000 - $14,999	27
(3)	$15,000 - $19,999	16
(4)	$20,000 - $24,999	12
(5)	$25,000 or over	23
	Total	100%

27. Population of your area of residence:

(1)	Rural	12%
(2)	Under 20,000	19
(3)	20,000 to less than 200,000	34
(4)	200,000 - 500,000	10
(5)	Over 500,000	25
	Total	100%

PLEASE DO NOT COMPLETE THIS QUESTIONNAIRE IF YOU WERE ENROLLED FOR CREDIT IN THE NEWSPAPER COURSE, "AMERICAN ISSUES FORUM"

Book Purchaser Survey
January 1976

1. Each week, over a period of 18 weeks, articles on "American Issues Forum" appeared in your local newspaper. Approximately, how many of the 18 articles did you read? (If "none", indicate by a "0")_____

IF YOU READ FEWER THAN 9 OF THE NEWSPAPER ARTICLES, ANSWER # 2:

2. Why didn't you read more of the newspaper articles?
CHECK ONE OR MORE
____1. material was dull, uninteresting
____2. material was hard to understand
____3. lacked time
____4. forgot to look for them
____Other reasons-specify_____

3. Did anyone else in your household read any of the newspaper articles? If "yes", how many articles did he/she read? (If "none", indicate by a "0"):_____

4. As you perhaps know, it was possible to obtain university credit for taking the course on "American Issues Forum". What was your main reason for not enrolling in the course?
CHECK ONE
____1. cost
____2. don't need credits
____3. lacked time
____4. too much trouble to enroll, prepare for exams, etc.
____5. didn't know how to enroll
____Other reasons-specify_____

5. If the course had been offered by correspondence, would you have enrolled for it? ____1. yes; ____2. no

6. Now here are some questions about the READER and STUDY GUIDE: How did you first learn about their availability?
____1. newspaper; ____2. friends, relatives
____Other sources-specify_____

7. As of this date, how many of the 56 selections in the READER have you completed?_____

8. How many persons, including yourself, have used the READER?_____

9. Did you buy the STUDY GUIDE developed for use with the READER?
____1. yes; ____2.no

10. Was the READER available in one of your local bookstores?
____1. yes; ____2. no ____3. don't know

11. Assuming that you could have bought the READER either in a local bookstore or by mail, which would you have preferred?
____1. local bookstore; ____2. mail; ____3. no preference

12. The price of the READER is $4.95. What is your opinion of the price of the book? ____1. too high; ____2. about right

13. The price of the STUDY GUIDE is $2.95. What is your opinion of the price of the STUDY GUIDE? ____1. too high; ____2. about right; ____3. didn't buy

14. Have any of your attitudes concerning the issues treated in the READER and/or the STUDY GUIDE changed as a result of reading the READER and/or the STUDY GUIDE?
____1. yes; ____2. no

15. Overall, how would you rate the level of difficulty of the materials in the READER? Were they: ____1. too difficult; ____2. not difficult enough; ____3. just about right

16. Overall, how would you rate the level of difficulty of the materials in the STUDY GUIDE? Were they: ____1. too difficult; ____2. not difficult enough; ____3. just about right; ____4. didn't buy

17. Overall, how satisfied were you with the READER? Were you:
____1. very satisfied; ____2. fairly well satisfied; ____3. not very satisfied

18. Overall, how satisfied were you with the STUDY GUIDE? Were you:
____1. very satisfied; ____2. fairly well satisfied; ____3. not very satisfied; ____4. didn't buy

19. IF "NOT VERY SATISFIED" IN QUESTIONS 17 OR 18, PLEASE EXPLAIN
_____
_____
_____

20. If you were to take a course by newspaper in another subject would you like to have a READER and a STUDY GUIDE similar to the ones used in the course on "American Issues Forum"?
____1. yes; ____2.No
IF "YES", What topics would you like offered in another course?_____

21. Have you taken any extension, continuing education, or adult education courses during the last 5 years?
____1. yes; ____2. no

NOW HERE ARE SEVERAL QUESTIONS WE NEED IN ORDER TO COMPLETE OUR SURVEY. THEY WILL BE USED FOR STATISTICAL PURPOSES ONLY: ALL INFORMATION WILL BE KEPT STRICTLY CONFIDENTIAL

22. What age group are you in? ____1. under 20; ____2. 20-30; ____3. 31-50; ____4. 51-64; ____5. 65 or above

23. What was the highest grade you completed in school?
____1. junior high school; ____2. high school;
____3. some college; ____4. college graduate;
____5. graduate school

24. Sex: ____1. male; ____2. female

25. Race: ____1. Negro; ____2. American Indian; ____3. Oriental;
_____4. Mexican or Spanish American; _____5. Caucasian

26. Annual family income: _____1. under $10,000
____2. $10,000-$14,999; ____3. $15,000-$19,999;
____4. $20,000-$24,999; ____5. $25,000 or over

27. Population of your area of residence: ____1. rural;
____2. under 20,000; ____3. 20,000-less than 200,000;
____4. 200,000-500,000; ____5. over 500,000

CHOOSE ONE OF THE FOLLOWING PAPERBACKS AS YOUR GIFT. IT PROBABLY WILL TAKE AT LEAST A MONTH BEFORE YOU RECEIVE THE BOOK.

_____THOMAS JEFFERSON ON DEMOCRACY by Saul K Padover (ed)

_____UP FROM SLAVERY by Booker T. Washington

_____AMERICA AND THE AMERICANS by John Steinbeck

_____THE BALLAD OF AMERICA by John Scott

_____WALDEN AND OTHER WRITINGS by Henry Thoreau

SEND BOOK TO (PRINT OR TYPE)

NAME_____

ADDRESS_____

CITY_____

STATE_____

ZIP CODE_____

D. Examination Results

I. Procedures

All colleges and universities offering the course for credit were urged to give a 30 item final examination; items 1-15 were based on the newspaper articles and items 16-30 were drawn from the Reader.

In addition, students were asked to supply information about age, sex, income, previous education, etc. Some students deleted one or more of these demographic items.

A total of 155 schools submitted a total of 1,658 usable IBM answer sheets for the tabulations which here are summarized.

Table 1

Sex, Broken Down by Mean Total Score

Sex	Mean Total Score	SD	N.
(1) Male	18.09	5.75	763
(2) Female	19.67	5.75	814
	18.126	6.74	1577

F = 21.81

df - 1/1578

p . .01

Table 2

Age, Broken Down by Mean Total Score

Age	Mean Total Score	S.D.	N.
(1) Under 20 years	15.74	6.62	54
(2) 20-30	18.37	5.67	548
(3) 31-50	19.50	5.63	776
(4) 51-64	19.33	5.88	178
(5) 65 and above	18.58	6.01	12
	18.95	5.76	1568

F = 7.65

df = 4/1568

p < .01

Table 3

Previous Education, Broken Down by Mean Total Score

Previous Education	Mean Total Score	S.D.	N.
(1) Junior High School	14.50	7.53	14
(2) High School	16.32	6.18	147
(3) Some College	18.66	5.38	1005
(4) College Graduate	20.58	5.90	242
(5) Graduate School	22.06	5.20	143
	19.01	5.74	1551

F = 27.55

df = 4/1551

p < .01

Table 4

Race, Broken Down by Mean Total Score

Race	Mean Total Score	S.D.	N.
(1) Negro	14.81	6.26	83
(2) Oriental	11.29	7.47	14
(3) American Indian	15.74	6.14	23
(4) Latino	17.10	6.59	20
(5) Caucasian	19.42	5.49	1401
	19.01	5.74	1541

F = 22.89

df = 4/1541

p .01

Table 5

Family Income, Broken Down by Mean Total Score

Family Income	Mean Total Score	S.D.	N.
(1) Under $10,000	17.96	6.27	282
(2) $10,000-14,999	18.21	5.74	458
(3) $15,000-19,999	18.84	5.70	331
(4) $20,000-24,999	20.41	5.40	199
(5) $25,000 or over	20.09	5.65	210
	18.13	6.74	1480

$F = 9.15$

$df = 4/1480$

$p < .01$

Table 6

Main Reason For Taking Course,

Broken Down by Mean Total Score

Reason for Taking Course	Mean Total Score	S.D.	N.
(1) Enrichment-Interest	18.96	5.91	516
(2) Work for Degree	18.46	5.39	795
(3) Professional Advancement	20.87	6.15	226
	18.99	5.74	1537

F = 15.76

df = 2/1537

p < .01

Table 7

Other Extension Courses Taken,

Broken Down By Mean Total Score

Other Extension Courses Taken	Mean Total Score	S.D.	N.
(1) Yes	19.25	5.58	1131
(2) No	18.84	5.84	404
	19.14	5.65	1535

F = 1.56

df = 1/1535

ns

Table 8

Other Media Courses Taken (TV, Radio),

Broken Down by Mean Total Score

Courses Taken in Other Media	Mean Total Score	S.D.	N.
(1) Yes	18.71	5.72	467
(2) No	19.15	5.76	1086
	19.02	5.75	1553

F = 1.96

df = 1/1553

NS

Table 9

Number of Years Since Last Educational Experience,

Broken Down by Mean Total Score

No. of Years	Mean Total Score	S.D.	N.
(1) Less than 5 years	19.13	5.57	1276
(2) 5-10 years	18.60	6.98	131
(3) 11-15 years	16.93	5.19	56
(4) 16-20 years	17.68	6.10	38
(5) 21 or more years	19.57	5.58	60
	18.99	5.71	1561

F = 2.83

df = 1561

p < .05

Table 10

Size of Community of Residence,

Related to Mean Total Score

Size	Mean Total Score	S.D.	N.
(1) Rural	18.14	6.19	293
(2) Under 20,000	18.36	5.76	308
(3) 20,000-200,000	19.28	5.74	491
(4) 200,000-500,000	19.35	5.16	247
(5) Over 500,000	20.01	5.63	202
	18.99	5.76	1541

$F = 4.68$

$df = 4/1541$

$p < .01$

Table 11

Evaluation of Quantity of Course Materials,

Broken Down by Mean Total Score

Was Quantity of Course Materials:	Mean Total Score	S.D.	N.
(1) Too great	17.59	5.59	262
(2) About right	19.58	5.57	1211
(3) Insufficient	16.50	5.23	60
	19.12	5.63	1533

F = 20.70

df = 2/1533

p .01

Table 12

Preference for More Contact Sessions for Discussion of Issues, Related to Mean Total

Would you prefer more contact sessions	Mean Total Score	S.D.	N.
(1) Yes	18.74	5.49	868
(2) No	19.37	5.96	685
	19.02	5.71	1553

$F = 4.62$

$df = 1/1553$

$p < .05$

Table 13

Evaluation of Course's Stimulation of Interest in Taking Other Courses, Related to Mean Total Score

Did Course stimulate interest in taking other courses	Mean Total Score	S.D.	N.
(1) Yes	19.31	5.80	1267
(2) No	17.46	5.25	293
	18.96	5.74	1560

$F = 25.06$

$df = 1/1560$

$p < .01$

Table 14

Change of Attitudes Concerning Issues Resulting from Taking Course, Related to Mean Total Score

Have attitudes changed?	Mean Total Score	S.D.	N.
(1) Yes	19.33	5.74	926
(2) No	18.51	5.62	632
	18.99	5.70	1558

$F = 7.67$

$df = 1/1558$

$p < .01$

Profile of Persons Taking Course for Credit

1. Sex:	
(1) Male	48%
(2) Female	52
Total	100%
2. Age:	
(1) Under 20	3%
(2) 20-30	35
(3) 31-50	50
(4) 51-64	11
(5) 65 and above	1
Total	100%
3. Previous education:	
(1) Junior high school	1%
(2) High school	10
(3) Some college	65
(4) College graduate	15
(5) Graduate school	9
Total	100%

4. Race:

(1) Negro	5%
(2) Oriental	1
(3) American Indian	2
(4) Latin groups	1
(5) Caucasian	91
Total	100%

5. Annual family income:

(1) Under $10,000	19%
(2) $10,000-14,999	31
(3) $15,000-19,999	23
(4) $20,000-24,999	13
(5) $25,000-over	14
Total	100%

6. Main reason for taking course:

(1) Enrichment or interest	33%
(2) Working on degree	52
(3) Professional advancement	15
Total	100%

7. "Have you taken any other extension, or continuing education or adult education courses?"

(1) Yes	74%
(2) No	26
Total	100%

8. "Have you taken any TV, radio or other media courses?"

(1) Yes	30%
(2) No	70
Total	100%

9. Number of years since your last formal education experience (including extension classes).

(1) Less than 5 years	82%
(2) 5-10 years	8
(3) 11-15 years	4
(4) 16-20 years	2
(5) 21 or more years	4
Total	100%

10. Size of your area of residence:

(1) Rural	19%
(2) Under 20,000	20
(3) 20,000-200,000	32
(4) 200,000-500,000	16
(5) Over 500,000	13
Total	100%

11. Was the quantity of course materials:

(1) Too great	17%
(2) About right	79
(3) Insufficient	4
Total	100%

12. Would you prefer more contact sessions for discussion of issues?

(1) Yes	56%
(2) No	44
Total	100%

13. Did this course stimulate your interest in taking other courses (of any kind) in the future?

(1) Yes	81%
(2) No	19
Total	100%

14. Have your attitudes concerning the issues treated in the course changed as a result of your taking this course?

(1) Yes	59%
(2) No	41
Total	100%

COURSES BY NEWSPAPER

AMERICAN ISSUES FORUM I

December 1975

Questions 1-15 are based on newspaper articles and questions 16-30 relate to material in the American Issues Forum Reader. There is only one correct answer for each question. Enter all answers on the answer sheet, using a #2 pencil. If you erase, do a thorough job.

1. Which one of the following statements is false? The American Indian population: (1) declined from the 17th through 19th centuries mainly because of losses in war; (2) numbered as much as 10 million in the area north of the Rio Grande River in the time of Columbus; (3) has increased since 1900; (4) lived mainly by hunting and gathering before the coming of the white man.

2. Cultural pluralism: (1) reduces ethnic conflict; (2) calls for the "melting pot" approach to the reconciling of group diversity; (3) is a term which is synonymous with the term "assimilation"; (4) has been made to seem more desirable by the rapid advance of "assimilation" in the 1940s and 1950s.

3. Which one of the following statements is true? (1) the early Puritans were good farmers; (2) the colonists who settled the Southwest in the last years of the 16th century lived on vast ranches; (3) most small farmers in the Colonial South were more interested in raising cattle than in commercial agriculture; (4) the South had a well-developed urban culture before the Revolutionary War.

4. Which one of the following statements is true? (1) freedom of speech is guaranteed by the Fourth Amendment to the Constitution; (2) after the civil wars of the 1640s in England, absolute sovereignty was transferred from the monarch to the people; (3) the authors of the First Amendment thought that national unity grew out of resolved conflict, not enforced conformity; (4) the threat to freedom of speech has come exclusively from right-wing political elements.

5. Which one of the following statements is false? (1) at the time of the American Revolution, English newspapers were liable to punishment for publishing matter offensive to the authorities; (2) freedom of the press is assured by the First Amendment to the Constitution; (3) the Supreme Court decision in the Near v. Minnesota case held that the due process clause of the 14th Amendment safeguarded the liberty of press and speech from state action; (4) the Supreme Court held in the 1960s that public figures cannot collect damages for libel even if the published statements are untrue, and written maliciously or with the grossest negligence.

6. The Fourth Amendment to the Constitution: (1) protects people against unreasonable searches and seizures; (2) permits entry into private homes without warrants in time of war or civil emergency; (3) permits the police to detain a suspect for up to 72 hours before bringing him before a magistrate; (4) specifically states that evidence obtained by unreasonable search and seizure in state trials is not a violation of the federal Constitution.

7. Which one of the following statements is false? (1) the Civil Rights Act of 1875 declared that all persons are entitled to full and equal enjoyment of inns, public conveyances, and places of amusement; (2) Jim Crow segregation in public facilities was judicially justified on the basis of the "separate but equal" doctrine during the first half of this century; (3) World War II, and the economic and political gains of Blacks as a result of it, strengthened their fight for full equality; (4) the "one man, one vote" doctrine, affirmed by the Supreme Court in the election of state legislatures, increased the power of rural areas.

8. Which one of the following statements is true? (1) appointment to the Supreme Court was highly coveted during Washington's administration; (2) Washington, D.C. was a city of fine houses, paved streets, and affluent living in the early 1800s; (3) average length of service in the House of Representatives was much longer in the early 1800s than it is at present; (4) in 1971 the federal government had more than 5 million employees, almost 7 percent of the labor force.

9. Which one of the following statements is false? (1) George Washington wanted to be called "His Mightiness"; (2) the Founding Fathers' mingled fear of, and desire for, centralized power has shaped the institution of the Presidency; (3) the Articles of Confederation provided for a strong chief executive; (4) early drafts of the Constitution granted Congress sole power to make war.

10. Which one of the following statements is false? (1) turnout of registered voters was higher in the 19th century than in recent years; (2) ticket splitting has been decreasing in the last 50 years; (3) social service and other forms of help at the precinct level were commonplace at the beginning of the 20th century; (4) more than 90 percent of all federal jobs are no longer subject to patronage.

11. Which one of the following statements is false? (1) Watergate and Vietnam brought sharply to public notice the growing concentration of power in the Executive Branch of the federal government; (2) Doris Kearns recommends increase in the power of the Supreme Court as the best way of checking the power of the President; (3) the fragmented committee structure of Congress has weakened its budget planning ability; (4) in the early 1960s many liberals felt that the Presidency lacked sufficient power.

12. Which one of the following statements is true? (1) many 20th century social reforms, such as workman's compensation and no fault auto insurance, were introduced as <u>state</u>, not <u>national</u> measures; (2) President Grant's administration, at the time of the first Centennial, was a period of domestic prosperity and tranquility; (3) 10% of the American people now receive more than half of the national income; (4) Tilden became President in 1876.

13. John B. Jackson, discussing the landscape of ecology, wrote that: (1) the current overall purpose is to replace an <u>individual</u> relationship with the environment by a <u>social</u> or <u>collective</u> one; (2) the Tennessee Valley Authority debilitated the land of Appalachia and caused most of its economic troubles; (3) the influence of the automobile on the environment has been greatly exaggerated; (4) it probably already is too late to achieve a habitable environment for humans in this country.

14. Which one of the following statements is false? (1) the largest mass arrest in U.S. history took place in 1798 when the Alien and Sedition Act was passed; (2) Congress adopted measures restricting freedom of speech and assembly in the years following World War II; (3) a person can be arrested without an arrest warrant if there is probable cause to charge that person with a crime; (4) "privacy" is not specifically guaranteed by the Constitution.

15. Which one of the following statements is false? (1) the "separate but equal" doctrine regarding educational facilities for the "white and colored" races was adopted by the Supreme Court in 1868; (2) the most important single influence in the rise of Black political power after the Civil War was the mass migration that took place in the middle years of the 20th century from rural to urban areas; (3) the Supreme Court's decision in Brown v. Board of Education of Topeka (1954) was made in reference to the 14th Amendment; (4) the decision in Brown v. Board of Education of Topeka applied only to public schools, but the reasoning behind it applied with almost equal force to other public facilities.

16. Which one of the following statements is false? (1) the concept of group libel is now generally accepted in the laws of most states; (2) in matters of freedom of speech, Jefferson held that the concern should be with deeds, not words; (3) the Schenck v. United States decision in 1919 held that a "clear and present danger" justified the defendant's conviction for anti-war activity; (4) the Supreme Court has consistently rejected government attempts to censor materials before publication, as in its verdict in New York Times Co. v. United States in the Pentagon Papers case.

17. Which one of the following statements is false? (1) in the Johnson v. United States case, involving federal narcotic law violation, the Supreme Court held that a search warrant should have been obtained prior to entry; (2) the Supreme Court decision in the Gideon case guaranteed counsel in state criminal proceedings to indigent defendants; (3) the Supreme Court decision in the Escobedo case requires that an accused person have the right to request counsel of an attorney before police interrogation; (4) the Supreme Court has ruled repeatedly that wiretapping is unconstitutional, even if warrants are obtained in advance by law officers.

18. Which one of the following statements is true? (1) Barry Goldwater, Jr. favors creation of a national data bank using Social Security numbers as the indexer; (2) in the last quarter of the 19th century, Northern Liberals fought hard for the rights of Southern Negroes; (3) the "separate but equal" doctrine, adopted by the Supreme Court at the end of the 19th century, provided the legal foundation for racial segregation; (4) racial segregation in the South declined sharply in the first half of the 20th century.

19. Brown v. Board of Education of Topeka (1954) is a Supreme Court case: (1) dealing with teacher tenure; (2) in which the Court upheld the doctrine of "separate but equal facilities" for school children of different races; (3) in which the Court ruled that separate facilities for school children of different races is inherently unequal treatment; (4) concerned with the teaching of evolution in the public schools.

20. Which one of the following is not guaranteed by the Bill of Rights? (1) the right to a speedy and public trial; (2) cruel and unusual punishment shall not be inflicted; (3) searches and seizures are permitted only after the issuance of proper warrants; (4) all white males age 21 or over shall have the right to vote.

21. Alexander Hamilton: (1) regarded the judiciary as basically more powerful than the executive and legislative branches of government; (2) believed in a weak federal government; (3) was fearful of rule by the people; (4) opposed permanent tenure for judges.

22. Which one of the following statements is false? (1) Pfeffer claims that the struggle for religious freedom in the United States essentially has been won; (2) English law in 1791, as described by Blackstone, permitted freedom of publication but did not exempt the press from subsequent punishment if printed material was found pernicious by a jury; (3) the Federalists vigorously opposed the Alien and Sedition Acts at the close of the 18th century; (4) Chaplinsky v. New Hampshire (1942) is a case in which the Supreme Court refused to uphold the right of a man to use insulting language.

23. Which one of the following statements is true? (1) Hamilton, at the time of the debate over the ratification of the Constitution, asserted that the proposed powers of the President were about the same as those of George III; (2) President Andrew Jackson held himself aloof from the crowds who came to see him during his travels; (3) Schlesinger alleges that Nixon was attempting to establish a "plebiscitary Presidency"; (4) Jefferson, at the time of the Constitutional Convention, favored a three-man Executive Committee (Speaker of House, President of Senate, Chief Justice of Supreme Court) instead of the office of President.

24. Which one of the following statements is false? (1) the civil rights of women have been expanded by invoking the 14th Amendment to the Constitution; (2) in 1873 the Supreme Court upheld a law forbidding women to practice law; (3) there is no marked difference in the absenteeism rates of employed men and women; (4) most states' unemployment compensation statutes now permit unemployment compensation to women who become unemployed while they are pregnant.

25. Which one of the following statements is false? (1) Eisenhower strongly supported the Warren Court's stand on school segregation; (2) the Supreme Court, in its Brown II decision, laid down the principle of "all deliberate speed" in achieving school desegregation; (3) Senator Sam Ervin, Jr. opposes the Equal Rights Amendment because it would strike down many laws which are advantageous to women, such as those relating to support and military service; (4) Myra Wolfgang believes that the Equal Rights Amendment may achieve "equality of mistreatment.

26. Which one of the following was not a major area of concern of the Warren Supreme Court? (1) school desegregation; (2) reapportionment of state legislatures; (3) criminal "due process" procedures; (4) limitations on campaign expenditures.

27. In your Reader, which one of the following alternatives for conducting foreign affairs received the most support? (1) exclusive Presidential control over foreign affairs; (2) close collaboration between the President and Congress in formulating and carrying out foreign policy; (3) exclusive Congressional control over foreign affairs; (4) creation of a joint House-Senate Foreign Affairs Committee, chaired by the President.

28. Which one of the following statements is true? (1) inter-racial marriages between white men and Indian women were extremely rare during the Colonial period in the South; (2) the fur trade was of major importance in the Virginia economy of the 1620s; (3) the Anglican Church sent hundreds of missionaries to the American colonies to convert the Indians to Christianity; (4) English policy in regard to the Indians was to assimilate them into European culture insofar as possible.

29. In the Reader selection on "The New Colossus," John Higham informs us that: (1) the Statue of Liberty was a gift to America from the people of Great Britain; (2) there was much opposition to mass immigration in the early decades of the 20th century, culminating in the Immigration Act of 1924; (3) Emma Lazarus received national recognition during her lifetime for her poem, "The New Colossus"; (4) the Immigration Act of 1924 still stands as national policy in the area of immigration.

30. The term "Megalopolis": (1) is exemplified by the city of New York; (2) is synonymous with the term "Standard Metropolitan Statistical Area"; (3) refers to efforts by city politicians to gain control over surrounding areas; (4) has been applied to an area along the Northeastern Atlantic seaboard with a total population of about 37 million people in 1960.

Since this is a pioneer course by newspaper, we are attempting to evaluate its effectiveness. The following questions are included for that purpose. Please enter your answers in the appropriate spaces on the IBM answer sheet. You have our firm assurance that your answers will be used for statistical analysis only.

31. Sex: (1) male; (2) female

32. Age: (1) under 20; (2) 20-30; (3) 31-50; (4) 51-64; (5) 65 or above

33. Previous education (highest level completed): (1) junior high school; (2) high school; (3) some college; (4) college graduate; (5) graduate school

34. Race: (1) Negro; (2) Oriental: (3) American Indian; (4) Mexican or Spanish-American; (5) Caucasian

35. Annual family income: (1) under $10,000; (2) $10,000-14,999; (3) $15,000-19,999; (4) $20,000-24,999; (5) $25,000 or over

36. Main reason for taking this course: (1) enrichment or personal interest; (2) working towards a degree; (3) professional advancement

37. Have you taken any other extension, or continuing education, or adult education courses? (1) yes; (2) no

38. Have you taken any TV, radio or other media courses? (1) yes; (2) no

39. Number of years since your last formal educational experience (including Extension courses): (1) less than 5 years; (2) 5-10 years; (3) 11-15 years; (4) 16-20 years; (5) 21 or more years

40. Size of your area of residence: (1) rural; (2) under 20,000; (3) 20,000-less than 200,000; (4) 200,000-500,000; (5) over 500,000

41. Was the quantity of course materials: (1) too great; (2) about right; (3) insufficient

42. Would you prefer more contact sessions for discussion of issues? (1) yes; (2) no

43. Did this course stimulate your interest in taking other courses (of any kind) in the future? (1) yes; (2) no

44. Have your attitudes concerning the issues treated in the course changed as a result of your taking this course? (1) yes; (2) no

Please use the back of the IBM answer sheet for your comments about the course.

E. Survey of Course Coordinators and Instructors

I. Procedures

The Course Coordinators' Survey and the Instructors' Survey took place May 6 through June 30, 1976. On May 6 questionnaires for the two surveys were mailed to each of the 155 schools which participated in Courses by Newspaper.

On June 2 reminder letters and additional questionnaires were mailed to the schools which had not yet responded. By June 28, 102 Instructors' Survey questionnaires and 112 Course Coordinators' Survey questionnaires had been received and were tabulated.

Twelve schools did not return questionnaires but explained why they did not participate in the survey.

Three questionnaires arrived too late for tabulation.

II. Instructors' Survey-Summary of Results

1. How would you rate the text used in the course?

(1) Outstanding	17%
(2) Good	72
(3) Only fair	10
(4) Poor	1
Total	100%

2. Has the Study Guide been useful to your students?

(1) Yes	59%
(2) No	8
(3) Don't know	33
Total	100%

3. Did you supplement the educational materials referred to above with additional texts, readings or other assignments?

(1) Yes	39%
(2) No	61
Total	100%

IF "YES", PLEASE SPECIFY

Additional texts, readings, or other assignments:

(1) Readings	69%
(2) Papers	15
(3) Seminars	7
(4) Library research	3
(5) Films	3
(6) Lectures	3
Total	100%

4. How would you rate the newspaper articles that appeared in conjunction with the course?

(1) Outstanding	20%
(2) Good	69
(3) Only Fair	11
(4) Poor	0
Total	100%

IF "ONLY FAIR" OR "POOR", why do you so rate the newspaper articles?

(1) Too simplistic	84%
(2) Biased	8
(3) Assumes the reader knows too much	8
Total	100%

5. Were any special programs offered in conjunction with the Fall 1975 American Issues Forum I course?

(1) Yes	21%
(2) No	79
Total	100%

IF "YES", PLEASE DESCRIBE THEM

(1) Discussion	32%
(2) Lectures	21
(3) Radio series	16
(4) Films	16
(5) Readings	5
(6) Other: papers, research	10
Total	100%

6. Did you show any of the films prepared for the American Issues Forum by the Educational Film Library Association?

(1) Yes	8%
(2) No	92%
Total	100%

IF "NO", WHY DIDN'T YOU USE THE FILMS?

(1) Not enough time	23%
(2) Didn't know about them	21
(3) Inconvenient-too much trouble	18
(4) Class structure not geared to films	12
(5) Films unavailable	11
(6) Class too small	6
(7) Lack of interest	6
(8) Expense	3
Total	100%

7. Would you be interested in receiving, in the future, specially prepared film lists for Courses by Newspaper?

(1) Yes	71%
(2) No	29
Total	100%

8. Were there any kinds of teaching aids, not supplied to you, that would have helped you if available?

(1) Yes	19%
(2) No	81
Total	100%

IF "YES", PLEASE SPECIFY

(1) Instructor's manual	33%
(2) Annotated bibliographies	20
(3) Other answers: tapes, film strips, more basic texts, student guides, games	47
Total	100%

III. Course Coordinators' Survey-Summary of Results

1. How did you first learn about Courses by Newspaper?

(1) UCSD mailing	36%
(2) College personnel	18
(3) Newspaper	17
(4) Already participating in program	10
(5) Government agency	5
(6) Another school	3
(7) Other answers: word of mouth, media ads	11
Total	100%

2. Why did you decide to participate in Courses by Newspaper?

(1) Educational, interesting	23%
(2) Innovative	18
(3) To provide a public service	17
(4) To attract non-traditional students and those who cannot come to campus	15
(5) To help observe the Bicentennial	7
(6) Past success in Courses by Newspaper	7
(7) To offer credit	2
(8) Don't know, not my decision	11
Total	100%

3. How was the course promoted? CHECK ONE OR MORE

(1) Newspaper publicity	98%
(2) Included in regular catalog or brochure of courses	58
(3) Special brochure or promotional piece	31
(4) Special mailing	22
(5) Radio-TV spots	19
(6) Other answers: Senior Citizens Center, word of mouth, Bicentennial Commission	5

Percentages total to more than 100 because of multiple answers

4. If a special mailing and/or special distribution of printed promotional materials was made, who were the target populations?

(1) Students, former students	70%
(2) Faculty, administrators	43
(3) General public	13
(4) Continuing, evening and part-time students	15
(5) Retirees; senior citizens	9
(6) Newspaper subscribers	4

Percentages total to more than 100 because of multiple answers

5. Did informational material about the course reach you in sufficient time for inclusion in your catalog of regular course lisings?

(1) Yes	65%
(2) No	35
Total	100%

IF "NO" TO # 5, What was your catalog deadline?

(1) January	3%
(2) February	14
(3) March	22
(4) April	10
(5) May	22
(6) June	7
(7) July	3
(8) August	3
(9) October	3
(10) November	3
(11) December	10
Total	100%

6. Do you need an advance copy of the text in order to obtain academic approval for the course?

(1) Yes	43%
(2) No	57
Total	100%

IF "YES" TO # 6, How many months before the start of a course would you need to receive the text?

(1) 1 month	9%
(2) 2 months	17
(3) 3 months	30
(4) 4 months	11
(5) 5 months	7
(6) 6 months	22
(7) 12 months	4
Total	100%

IF "YES" TO # 6, would some kind of substitute for the text, such as a detailed table of contents or a sample chapter, suffice for obtaining approval?

(1) Yes	89%
(2) No	11
Total	100%

7. How can the administrative packet sent you by Courses by Newspaper be made more useful

(1) Send it earlier	12%
(2) Have more faculty guidlines	3
(3) Provide more material	3
(4) Improve releases	2
(5) Have more specific information	1
(6) Have more information about other schools' experiences with the course	1
(7) Bibliography	1
(8) Satisfied/no suggestions	77
Total	100%

8. In your opinion, how effective was the newspaper's promotion of the Fall 1975 Course by Newspaper in your area?

(1) Very effective	21%
(2) Somewhat effective	45
(3) Somewhat ineffective	24
(4) Very ineffective	10
Total	100%

9. What did the newspaper do to promote the course?

A. IN ADVANCE OF THE COURSE?

(1) Promotional ads	33%
(2) More than one article about course	24
(3) One article about course	19
(4) Brief announcements	10
(5) Very little/nothing	6
(6) Put out leaflets	1

Percentages total to more than 100 because of multiple answers.

B. WHILE THE COURSE WAS IN PROGRESS

(1) Nothing/very little	33%
(2) Reminders and follow-ups	10
(3) Articles	10
(4) Promotional ads	11
(5) Brief announcements	7

Percentages total to more than 100 because of multiple answers.

10. How could the newspaper's promotional activities have been made more effective?

(1) More articles	9
(2) More coverage while course was in progress	9
(3) More promotion in advance	8
(4) More emphasis on material, larger headlines	8
(5) More information about the course	4
(6) Ads in other media	3
(7) More cooperation with school	1
(8) Promotion adequate-no suggestions	58
Total	100%

11. Did you do anything special to promote this Course by Newspaper that you don't usually do with other courses?

(1) Yes	53%
(2) No	47
Total	100%

IF "YES", What did you do?

(1) Special mailings	47%
(2) Ads	33
(3) Talked to civic groups	7
(4) Special registration procedure	5
(5) Posters	5
(6) Lower tuition	2
(7) Extra catalog space	1
Total	100%

12. Do you have a special academic category for media-related courses, such as Courses by Newspaper, or are such courses given by traditional departments?

(1) Given by traditional departments	67%
(2) Special academic category	17
(3) Other answers: extension; independent study; interdepartmental study; seminar programs	16
Total	100%

13. What do you think is the best length for a Course by Newspaper?

(1) Less than 10 weeks	3%
(2) Ten - 12 weeks	33
(3) Thirteen-16 weeks	54
(4) More than 16 weeks	10
Total	100%

14. How many units of credit, if any were given for the course?

(1) None	3%
(2) One unit	4
(3) Two units	40
(4) Three units	45
(5) More than 3 units	8
Total	100%

15. Was this course for:

(1) Semester credit	79%
(2) Quarter credit	21
Total	100%

16. What kind of credit, if any, was given for this Course by Newspaper?

(1) Undergraduate degree credit	94%
(2) Non-credit	6
(3) Extension or continuing education credit	24
(4) Teacher's certificate credit	10
(5) Graduate credit	2

Percentages total to more than 100 because of multiple answers

17. Did you attempt to enroll advance placement high school students in the course?

(1) Yes	17%
(2) No	83
Total	100%

18. In retrospect, what is your opinion of the tuition fee?

(1) Too high	5%
(2) Too low	3
(3) About right	92
Total	100%

IF FEE "TOO HIGH" OR "TOO LOW", What do you think it should have been?

The number of respondents in this category was so small that no breakdown was attempted. Suggested fees were as follows: $20., $50., free

19. Was there a lower tuition fee for senior citizens taking the course?

(1) Yes	30%
(2) No	70
Total	100%

IF THERE WAS A LOWER CHARGE FOR SENIOR CITIZENS, What was the tuition fee for senior citizens?

(1) $15.	8%
(2) Half price	3
(3) $20.	3
(4) $40.	3
(5) $2. per unit	3
(6) $5.	3
(7) Free	77
Total	100%

20. What was the tuition fee for the course for the general public?

(1) Less than $10	5%
(2) $10-19	9
(3) $20-29	15
(4) $30-39	13
(5) $40-49	23
(6) $50-59	5
(7) $60-69	19
(8) $70-79	6
(9) $80 and over	5
Total	100%

21. Were contact session open to the general public?

(1) Yes	52%
(2) No	48
Total	100%

22. Did you use the essay questions that were supplied for the course?

(1) Yes	67%
(2) No	33
Total	100%

23. Did you use the multiple choice questions that were supplied for the course?

(1) No	21%
(2) Yes, mid-term only	3
(3) Yes, final exam only	22
(4) Yes, both mid-term and final exam	54
Total	100%

24. Would you like to continue to receive multiple choice examinations for use in Courses by Newspaper?

(1) No	14%
(2) Yes, mid-term only	3
(3) Yes, final exam only	7
(4) Yes, both mid-term and final exam	76
Total	100%

25. Was there anything in your relationship with Courses by Newspaper that was not fully satisfactory or that could be improved?

(1) Yes	38%
(2) No	62
Total	100%

IF "YES", PLEASE SPECIFY

(1) Publicity should have been received earlier	55%
(2) Materials should have been received earlier	18
(3) Timing should have been better co-ordinated	14
(4) There wasn't enough time	9
(5) There wasn't enough contact	4
Total	100%

26. Did you establish or maintain a continuing relationship with the newspaper editor or representative throughout the period of the course, informing this person of on-going activities, enrollment, etc.?

(1) Yes	77%
(2) No	23
Total	100%

27. Based on your experience, what can Courses by Newspaper do to make the program more successful in the future?

(1) Have material available earlier	12%
(2) Encourage more newspapers to carry the course	12
(3) Improve topics: more variety; more specific; more sophisticated material; have subjects which will fit into regular curriculum	12
(4) Improve publicity: national publicity; spot announcements	5
(5) Shorten copy	3
(6) No suggestions	66

Percentages total to more than 100 because of multiple answers

28. What was your enrollment for the course?

(1) 1-9	33%
(2) 10-19	21
(3) 20-39	13
(4) 40-79	18
(5) 80 and above	15
Total	100%

29. Were you satisfied with this enrollment?

(1) Yes	36%
(2) No	64
Total	100%

30. To what do you attribute your success or lack of it in obtaining students

SUCCESS

22 respondents indicated that the program was successful in obtaining students.

(1) Promotion: publicity, advertising	59%
(2) Timely subject	18
(3) Novelty of non traditional presentation	14
(4) Off campus students could benefit	9
(5) Good teachers	9
(6) Lower tuition	5

Percentages total to more than 100 because of multiple answers

LACK OF SUCCESS

39 respondents indicated that the program was not successful in obtaining students

(1) Poor promotion: inadequate; too late to be helpful	57%
(2) Non traditional approach, public lack of understanding	15
(3) Competing educational opportunities	8
(4) Students expected easy credits, were disappointed	5
(5) Newspapers with poor circulation carried course	5
(6) Students too scattered geographically	5
(7) Public not interested in topic	5
Total	100%

31. Based on your experience, what can be done to attract more students to Courses by Newspaper?

(1) More community publicity	18%
(2) Earlier publicity	5
(3) Different subject matter	3
(4) More word of mouth publicity	3
(5) Provide more guidelines	2
(6) Have more mailings	1
(7) Convince paper of need	1
(8) Enroll high school seniors	1
(9) No suggestions	72

Percentages total to more than 100 because of multiple answers

COURSES BY NEWSPAPER
American Issues Forum I-Fall 1975
American Society in the Making
Instructors Survey

1. How would you rate the text used in the course?
___Outstanding ____Only fair
___Good ____Poor

If "only fair" or "poor", why do you so rate the text?

2. Has the Study Guide been useful to your students?
___Yes ___No ___Don't know

3. Did you supplement the educational materials referred to above with additional texts, readings or other assignments?
___Yes ___No

If "yes", please specify.

4. How would you rate the newspaper articles that appeared in conjunction with the course?
___Outstanding ___Only fair
___Good ___Poor

If "only fair" or "poor", why do you so rate the newspaper articles?

5. Were any special programs offered in conjunction with the Fall 1975 American Issues Forum I course? If "yes", please describe them.

6. Did you show any of the films prepared for the American Issues Forum by the Educational Film Library Association?
___Yes ___No

If "no", why didn't you use the films?

7. Would you be interested in receiving, in the future, specially prepared film lists for Courses by Newspaper?

___Yes ___No

8. Were there any kinds of teaching aids, not supplied to you, that would have helped you if available? If "yes", please specify.

Name of course instructor_____

College or University_____

City_____State_____

Zip code_____

Date_____

RETURN TO: Dr. Oscar J. Kaplan
Courses by Newspaper
P.O. Box 15338
San Diego, Calif. 92115

COURSES BY NEWSPAPER
American Issues Forum I-Fall 1975
American Society in the Making
Course Coordinators Survey

_____

1. How did you first learn about Courses by Newspaper?

2. Why did you decide to participate in Courses by Newspaper?

3. How was the course promoted? (check one or more)

____Radio-TV spots

____Newspaper publicity

____Included in regular catalog or brochure of courses

____Special brochure or promotional piece

____Posters

____Special mailing

Other (specify)_____

4. If a special mailing and/or special distribution of printed promotional materials was made, who were the target populations?

_____

5. Did informational material about the course reach you in sufficient time for inclusion in your catalog of regular course listings?

____Yes ____No

If "no", what was your catalog deadline?_____

6. Do you need an advance copy of the text in order to obtain academic approval for the course?

____Yes ____No

If "yes": How many months before the start of a course would you need to receive the text?_____

If "yes": Would some kind of substitute for the text, such as a detailed Table of Contents or a sample chapter, suffice for obtaining approval?

____Yes ____No

7. How can the administrative packet sent you by Courses by Newspaper be made more useful?

8. In your opinion, how effective was the newspaper's promotion of the Fall 1975 Course by Newspaper in your area?

___Very effective ___Somewhat ineffective
___Somewhat effective ___Very ineffective

9. What did the newspaper do to promote the course?
(a) In advance of the course?

(b) While the course was in progress?

10. How could the newspaper's promotional activities have been made more effective?

11. Did you do anything special to promote this Course by Newspaper that you don't usually do with other courses? If "yes": What did you do?

12. Do you have a special academic category for media-related courses, such as Courses by Newspaper, or are such courses given by traditional departments?

___Special academic category
___Given by traditional departments
___Other (specify)_____

13. What do you think is the best length for a Course by Newspaper?
_____ weeks

14. How many units of credit, if any, were given for the course?_____

15. Was this for: _____Semester credit _____Quarter credit?

16. What kind of credit, if any, was given for this Course by Newspaper?
___Undergraduate degree credit
___Non-credit
___Extension or continuing education credit
___Teacher's certificate credit
___Other (specify)_____

17. Did you attempt to enroll advance placement high school students in the course?
___Yes ___No

18. In retrospect, what is your opinion of the tuition fee?
___Too high
___Too low ___About right

If fee was too high or too low, what do you think it should have been?_____

19. Was there a lower tuition fee for senior citizens taking the course?
____Yes ____No

If there was a lower charge for senior citizens, what was the tuition fee for senior citizens?_____

20. What was the tuition fee for the course for the general public?
_____

21. Were contact sessions open to the general public?
____Yes ____No
If "yes", were newspaper readers informed that they could attend the contact sessions without charge?
____Yes ____No

22. Did you use the essay questions that were supplied for the course?
____Yes ____No

23. Did you use the multiple choice questions that were supplied for the course?
____No
____Yes, mid-term only
____Yes, final exam only
____Yes, both mid-term and final exam

24. Would you like to continue to receive multiple choice examinations for use in Courses by Newspaper?
____No
____Yes, mid-term only
____Yes, final exam only
____Yes, both mid-term and final exam

25. Was there anything in your relationship with Courses by Newspaper that was not fully satisfactory or that could be improved? If "yes", please specify.

26. Did you establish or maintain a continuing relationship with the newspaper editor or representative throughout the period of the course, informing this person of ongoing activities, enrollment, etc.?
____Yes ____No

27. Based on your experience, what can Courses by Newspaper do to make the program more successful in the future?

28. What was your enrollment for the course?_____

29. Were you satisfied with this enrollment? ___Yes ___No

30. To what do you attribute your success, or lack of it, in obtaining students?

31. Based on your experience, what can be done to attract more students to Courses by Newspaper?

Name of course coordinator_____

College or university_____

City_____State_____

Zip Code_____

Date_____

RETURN TO: Dr. Oscar J. Kaplan
Courses by Newspaper
P.O. Box 15338
San Diego, Calif. 92115